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LIAMA Spring A&S Confab Draws 250 To The Windy City

**Anderson Elected Chairman
To Succeed G. W. DeGelleke;
Full Agenda Runs Two Days**

The 12th annual health insurance spring meeting of LIAMA was held at the Edgewater Beach Hotel, Chicago, Monday and Tuesday of this week. Approximately 250 persons attended. Theme of the meeting was "Keys To Modern Marketing of Health With Life Insurance."

Charles E. Sherer

Elected chairman of the A&S committee was Rex H. Anderson, marketing vice-president Life of North America, replacing G. Warren DeGelleke, director A&S sales New York Life. Named to the committee for three-year terms were William D. Bacon, superintendent of agencies John Hancock; Earl Clark, vice-pres-

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Fail To Name Successor To Schrivier At NALU Midyear

By WILLIAM MACFARLANE

FORT LAUDERDALE, FLA.—The naming of a successor to Executive Vice-president Lester O. Schriver, the event which everyone here at NALU's midyear expected to take place before the meeting drew to a close on Thursday, has been postponed. Authoritative sources, including President William E. North, told THE NATIONAL UNDERWRITER that the name of the man selected to fill the shoes of Mr. Schriver, who in December retires from the post he has occupied for eight years, will not be released by the trustees until some time during the week after the midyear meeting—at the earliest.

As late as Monday, the rumor was that the special selection committee headed by Frank G. McNamara, Old Line Life, Waukesha, Wis., had narrowed down its choice to two men, one from within the life insurance business, the other an outsider. A day

later, it was learned from extremely reliable sources that the choice had been narrowed even further, to one man. On Wednesday the trustees met, after which it was believed Mr. Schriver's successor would be officially signed up and his name released to the press and the industry. But it didn't happen that way. As this issue went to press, neither the trustees nor members of the selection committee would explain for publication why the naming of Mr. Schriver's successor was being held up.

As for other important action taken by NALU during this meeting, it is traditional that although a lot of hard association business is accomplished at the midyear, much of it consists of setting the stage for the annual. This midyear meeting would seem to have been no exception, with a good part of NALU's decision-making being put off to the annual meeting in Denver.

For example, the social security committee, in its amended report, recommended that the trustees appropriate \$2,500 for the purpose of studying the misuse of insurance terminology in the social security system. The report was accepted by the National Council as amended, which has the effect of granting the appropriation for the study—a decision which could have far-reaching implications for the insurance industry.

Earlier in the week, at a meeting of the social security committee, Chairman Albert C. Adams, retired general agent of John Hancock at Philadelphia, said that the committee would like to recommend that NALU institute legal action against the United States government, specifically to enjoin the Department of Health, Education & Wel-

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Life Insurers Conference Holds Annual In Fla.

**Phillips New President;
Administration Reports
LIC Affairs In Good Order**

By GEORGE E. WOHLGEMUTH
Editor The Life Insurer

BAL HARBOUR, Fla.—Speakers at the 51st annual meeting of Life Insurers Conference presented stimulating discussions of domestic and international problems as well as some ma-

New officers: Charles E. Phillips, president Equitable Life, D. C., president; William R. Lathrop Jr., president Southern Life & Health, 1st vice-president; Guilford Dudley Jr., president Life & Casualty, 2nd vice-president, and Dan C. Williams, president Southland Life, secretary.

New members of the executive committee elected for three year terms: F. M. Hipp, Liberty Life, S. C.; Edley Hixson, Magnolia Life, and J. M. Bates, Home Security Life. R. Howard Dobbs Jr., Life of Georgia, retiring president, automatically becomes a member of the committee for one year.

Major industry issues causing concern to life insurance management. The program drew a large cross-section of the membership, with 358 representatives of 78 member companies and their guests in attendance.

The state of the conference is good,
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TEX. LIFE CONVENTION

Insurer Executives Get Progress Report On Industry In Tex.

A progress report on the Texas life insurance industry over the past de-



Dan C. Williams



James R. Wood

cade was presented by Jewel S. Jones, president of Southwest American Life, at a meeting of the senior section of Texas Life Convention at San Antonio. He touched upon the bright spots but noted that the picture is clouded in part by problems that are still to be overcome.

Mr. Jones, who is also head of Texas Legal Reserve Officials Assn., said: "Our growth charts are impressive, our regulation is stable, our fly-by-nights have flown, and we have two life associations working at looking after the interests of the industry."

However, a closer look at the growth statistics reveals that foreign insurers are "capturing more and more Texas business in our own backyards," he said. Of the \$6 billion of new business in Texas in 1959, domestic companies wrote 46.6%. The Texas companies' share of 1959 new business in the state decreased 1.5% from 1958.

Insurance in force in Texas of do-
(CONTINUED ON PAGE 6)

N. Y. Department To Hold Hearing On New Money Plan

NEW YORK—The New York department has notified companies licensed in the state that it will hold a hearing at 10 a.m. May 11 at the department's New York City office on a proposed change in regulation 33.

The change concerns the department's attitude toward the "new money" approach in group pensions. A number of insurers have wanted to pay interest on group annuity reserves on a basis that would reflect rates prevailing at the time an employer paid his annuity considerations. Last December the department wrote the companies saying it appeared that this would be incompatible with regulation 33 but that a hearing would be held in the spring.

The proposed regulation indicates that the department recognizes the validity of the "new money" approach, although it is not clear whether the regulation, as proposed, would as a practical matter permit the companies to do what they want to. However, it is hoped that as a result of the hearing a way will be worked out to permit the use of the "new money" plan. It is important to the insurers because their chief competitors, the trust companies, automatically reflect current interest rates in what they take in as payments for trusted plans.



Members of the Fort Lauderdale association, among those who helped organize the midyear meeting of NALU, are from left: Hal B. Armentrout Jr., Provident Mutual, president of Broward County Life Underwriters Assn.; Elsie Doyle, Union Central Life, midyear general convention chairman; Lew Thomas, Prudential, hospitality chairman, and George A. Corkum, Union Central Life, publicity chairman for the midyear meeting.

HOLUA ANNUAL MEETING

Tells How London Life Sells Ordinary, Monthly, Weekly Debit At Same Premium

The experience of a life insurance company which uses the same underwriting basis and the same basic premium rates for three types of policies—ordinary, monthly and weekly debit—was described at the annual meeting of Home Office Life Underwriters Assn. at White Sulphur Springs, W. Va. James A. Campbell, who recently retired as vice-president and chief



Arthur Faulkner

NALU Named Recipient Of American Heritage Award

WASHINGTON—NALU has been selected as recipient of an American Heritage Foundation outstanding citizenship award for its education program encouraging informed voting and responsible political participation.

The award, an aged parchment reproduction of the Gettysburg address in President Lincoln's handwriting, bears an inscription citing NALU for outstanding citizenship.

NALU previously was given major awards by the foundation in 1952 and 1956 for outstanding performance in the national non-partisan register and vote campaigns conducted in those presidential election years.

SEC Eases Rule For VA Insurer

WASHINGTON—Securities & Exchange Commission has issued an order under the investment company act of 1940 permitting Variable Annuity Life of Washington, D. C., "to make loans and advances to affiliated persons and principal underwriters for special purposes related to the furtherance of VALIC's business." The exemption was needed to permit the usual field financial procedures.

United American Life and California-Western States Life have been added to the membership of Institute of Home Office Underwriters.

actuary of London Life, said that his company had been using this approach for more than 20 years. The only dif-

NEW OFFICERS

President: Arthur Faulkner, 2nd vice-president of Massachusetts Mutual.

Vice-presidents: Paul K. Frazer, director of underwriting of Northwestern Mutual, and Russell L. Wagner, vice-president and actuary of National Life & Accident.

Secretary: John S. Wyper, 2nd vice-president of Connecticut General.

Treasurer: Barton S. Pauley, director of ordinary underwriting of Prudential.

Editor: William H. Greenwood Jr., associate insurance supervisor of Provident Mutual Life.

New members of the executive council: Howard W. Brown, Mutual Life of Canada; Robert B. Cunningham, Home Life of New York; Walter K. Fritz, Northwestern National, and Richard P. Peterson, Bankers Life of Iowa.

ferences in premiums are the adjustments for frequency and method of premium payment.

Campbell Reports Effects

Some of the effects of the uniform underwriting approach reported by Mr. Campbell are:

—In the changeover to a uniform approach, the field force was relieved by the fact that no future choice had to be made by them. All of their prospects could have exactly the same kind of policies, and the only choice was the method by which premiums were to be paid.

—The change transferred back into the company's industrial branch, the

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Continental Assur. Names Four Officers

Peter Hondorp and Thomas C. Laughlin have been elected vice-



Peter Hondorp



Thomas Laughlin

presidents of Continental Assurance. Laurence H. Lenz and Gordon A. Scott were named assistant secretaries.

Mr. Hondorp, formerly associate actuary, joined the company in 1945 and has been continuously identified with the retirement and special plans department, in recent years as manager. The department has become a major unit of the company, devoted exclusively to pension and profit sharing plans. He was with Central Life Assurance from 1926 to 1942 and served with the U.S. air force during World War II. He is a fellow of the Society of Actuaries.

Joined Company In 1956

Mr. Laughlin, who will be in charge of the personnel department in his new post, joined Continental in 1956 as director of college recruiting. He taught at the University of Minnesota for three years before entering personnel management work.

Mr. Lenz joined Continental last month as an attorney and previously was a deputy and legal adviser of the Illinois department. Before that he served a two-year term as assistant attorney general under the state's former attorney general, Latham S. Castle.

Mr. Scott joined the company in 1945 and has been office manager and area administrator in the retirement and special plans department.

Radio Show That Term Fan Hears Life Company President

NEW YORK—The Galen Drake radio show on WOR, New York, which a few weeks ago let a strongly term-and-invest-the-difference brand have his say, recently had as its guest President Victor Whitehorn of Eastern Life of New York. The program broadcast in 13 eastern states.

The half hour discussion covered subjects ranging from whether insurance contracts were purpose-made confusing by complicated language and fine print, to whether insurance companies offered the insuring public a fair return on investment.

One question was whether life insurance premiums "place a penalty on you just for living." Mr. Whitehorn said the same thing could be said about any form of insurance:

"You can buy fire insurance and fire to the house, and the fire insurance company will be out some money. Or, you could buy accident insurance and then break a leg. But, the thing you get from life insurance, no matter how long you live and no matter how many premiums you pay, peace of mind. That to me is one of the most valuable things any person can purchase, and to a certain extent that's what we have for sale."

Asks About 'Fine Print'

The program's producer, Jay Johnson, then said it is the "fine print that keeps millions of lawyers in business."

Mr. Whitehorn answered, "In view of the multi-billion dollar volume of life insurance that is paid every year to beneficiaries and to the insureds at maturity, the number of cases that reach the courts is so slight as to be negligible."

He went on to say that "insurance companies go to court only in extreme cases. They are so anxious to obtain the good will of the insuring public that it makes poor sense to contest a claim that you can possibly pay. The insurance company goes to court only if it feels that in conscience it cannot possibly pay."

On the subject of mutual funds and other investments as opposed to life insurance, Mr. Whitehorn noted that "life insurance is the bread and butter of anybody's financial portfolio. It is sound, it is stable, it is guaranteed under all conditions. In times of emergency it is there regardless of all else."

He added that "bread and butter alone can become pretty monotonous. If you can afford more than that, after you have provided a sufficient amount of insurance, use your remaining assets to invest in other forms. Unfortunately there are many, many families that cannot do this. Mutual funds, however, do not insure your life. Only life insurance will perform that highly important and exclusive service."

Six Nominees Running For Three D. C. Association Directorships

District of Columbia Life Underwriters Assn. has nominated six members to run in the May election for association director. Only three directorships are open. The nominees are Mary Fort, Franklin Life; William Goldenzweig, Lincoln National Life; Donald E. Hall, Penn Mutual Life; Oliver J. Judge, Mutual Benefit Life; Chester H. Miller, Massachusetts Mutual, and David F. Oyster, New York Life.

Stocks

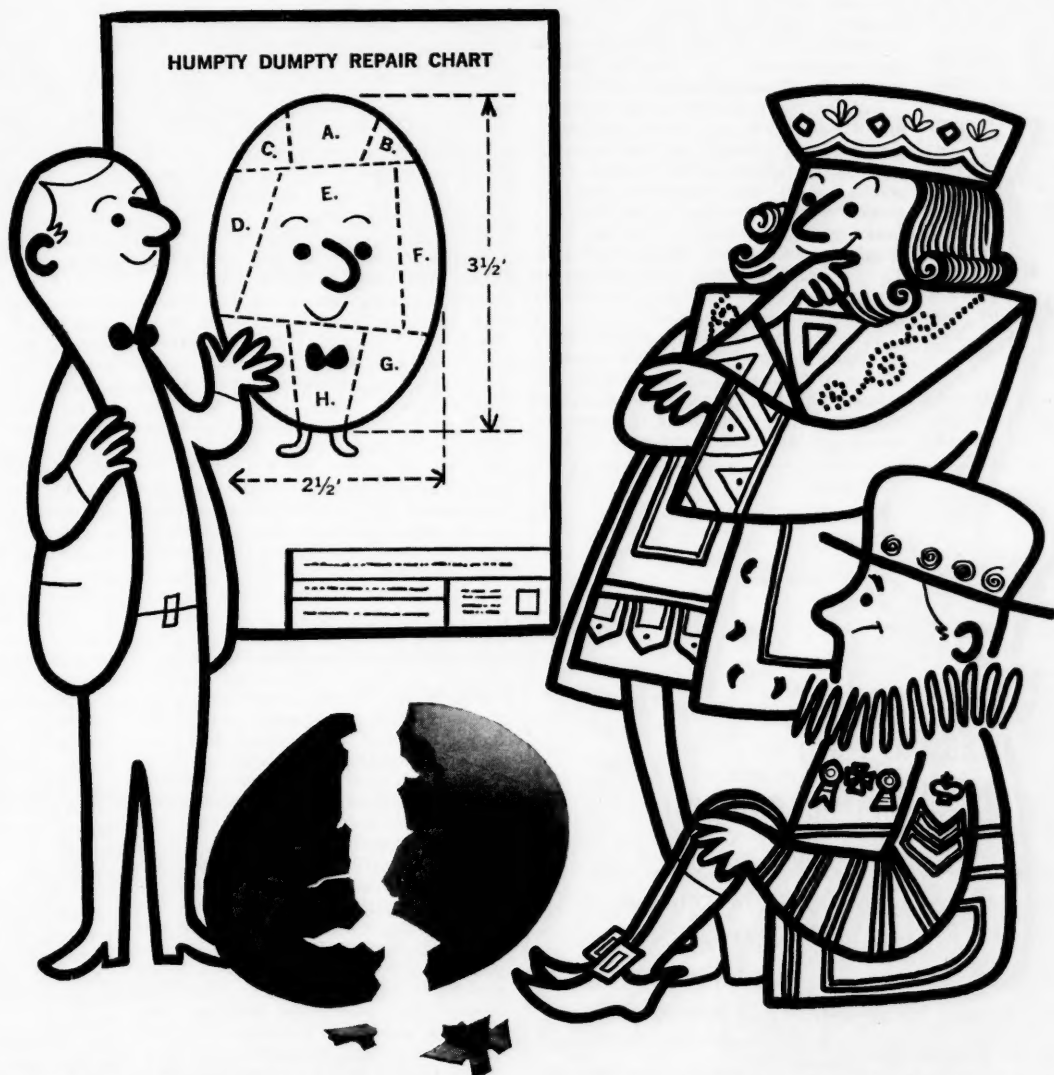
By H. W. Cornelius of Bacon, Whipple & Co.
135 S. LaSalle St., Chicago, April 18, 1961

	Bid	Asked
Aetna Life	108 1/2	110
American General	42 1/2	44 1/2
Beneficial Standard	25	26 1/2
Business Men's Assurance	54	56
Cal-Western States	58	60
Commonwealth Life	34	35 1/2
Connecticut General	211	215
Continental Assurance	244	248
Franklin Life	107	109
Great Southern Life	79	82
Gulf Life	26 1/2	27 1/2
Jefferson Standard	55	57
Liberty National Life	51	53
Life & Casualty	19 1/2	20 1/2
Life of Virginia	80	83
Lincoln National Life	110	114
National L. & A.	140	144
North American, Ill.	17	18
Ohio State Life	40	42 1/2
Old Line Life	66	68
Old Republic Life	21	22 1/2
Republic National Life	47	49
Southland Life	96	100
Southwestern Life	79	81
Travelers	121	124
United, Ill.	45	47
U. S. Life	69	71
Washington National	57	60
Wisconsin National Life	30	33



Program participants and their hosts at the annual sales congress of Chicago Assn. of Life Underwriters. Top, from left: John D. Moynahan, Metropolitan manager, Berwyn, Ill., and Karl H. Kreder, vice-president Metropolitan; Rex D. Talmage, district agent Northwestern Mutual Life (Dan A. Kaufman Co., Evanston, Ill.) William P. Walsh, Equitable Society manager, Fargo, N.D., and Llewellyn Owens, Equitable Society manager, Chicago.

Bottom: R. Earl Denman, Pacific Mutual Life manager, Cincinnati, and Earle S. Rappaport, Pacific Mutual Life manager, Chicago; Benjamin N. Woodson, president American General Life, and Oliver R. Aspegren Jr., president Aspegren agency, Ohio National Life, and president Chicago Assn. of Life Underwriters, and William L. McKechney, Northwestern Mutual Life, co-chairman of the meeting and 1st vice-president of the Chicago association. Story on page 8.



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Can A Variable Annuity Avoid Insurance Laws?

By ROBERT B. MITCHELL

Can the elimination of all guarantees and anything else in the nature of insurance get a variable annuity out from under the insurance laws?

Long a matter of mild academic interest to a limited number of people in the life insurance and mutual funds businesses, that question has become a hot and practical one with the announcement last week of a variable annuity aimed at keeping its issuer under the sole supervision of the Securities & Exchange Commission and the state securities departments and giving the insurance departments no basis for claiming jurisdiction. The issuer will be United Variable Annuities Fund Inc., which filed a registration statement with SEC for the sale of \$25 million of stock.

The fund's executive vice-president George E. Johnson, variable annuities pioneer, is confident that the annuity

contract will give the insurance commissioners nothing on which to base a claim that the contracts are insurance and subject to departmental regulation. Since no solvency question can arise, there is nothing about which the departments can concern themselves, Mr. Johnson feels.

But there are others in the variable annuity field who are not so confident. One of them pointed out that a while back a prominent stock broker firm wrote to all the insurance commissioners asking whether a variable annuity option attached to a mutual fund would violate state insurance laws. They all said it would, even though no guarantees of any kind were contained in the option.

The basis for believing that in spite of these opinions a variable annuity option can be written that will not tangle with the insurance laws is that the pay-out provision merely uses the mortality tables as a measure of how

the number of "units" the annuitant has to his credit shall be paid out. There are no dollar guarantees, hence a guarantee of payment of a specified number of units merely involves payments in terms of whatever the units happen to be worth at time of payment.

Which Form Will Predominate?

Assuming that a variable annuity completely lacking in guarantees or other insurance features is held to be not subject to state insurance jurisdiction, the next big question is, Will this form of variable annuity become the dominant one, or will the guarantee features of some other variable annuities make them the more popular type? There is a good deal of speculation about this.

One school of thought is that life companies issuing variable annuities, along with variable annuity specialty companies organized along life insurance lines, will probably stick with guarantees of mortality and expense rates, while mutual funds wanting to jump into the variable annuity arena will probably prefer to use the non-guaranteed variety and stay out insurance departments' jurisdictions. This would seem like a logical outcome, since mutual funds are not guaranteed and people who buy them would presumably not be troubled by the absence of guarantees in the variable annuity options offered by the investment companies.

What Guarantees Mean

Of course, in no kind of variable annuity is the actual return guaranteed. What an expense guarantee means is that if expenses exceed the figure assumed in the rate, the company and not the annuitant suffers. Similarly, a mortality guarantee means that if annuitants live longer than was assumed in calculating the pay-out amounts, these pay-outs will not be diminished on that account but the loss will be borne by the company. Thus, the variability of a variable annuity having guaranteed expense and mortality factors is confined to the yield on the investments on which the annuity contract is based. The New Jersey insurance law requires that variable annuities guarantee the expense and mortality factors.

The United Variable Annuities Fund prospectus goes into considerable detail in describing its proposed variable, non-guaranteed annuity. The prospectus states that a United Variable Annuities Trust contract is an agreement between the Commerce Trust Co. of Kansas City as trustee of the United Variable Annuities Trust, (2) United Variable Annuities Management Corp., as depositor of the United Variable Annuities Trust and (3) the investor, referred to as the annuitant.

The United Variable Annuities Trust is a unit investment trust as defined by the investment company act of 1940 and is created by the contracts and a trust agreement between the depositor

and trustee designed to effectuate provisions of the contracts. The trust is registered as a unit investment trust under the investment company act of 1940. Such registration does not involve supervision of the management of the trust or its investment practices or policies.

The assets of the trust will be invested exclusively in fund shares. The trustee may substitute shares of other open-end investment company the investment medium of the trust (such substitution to be made as fund shares already purchased and be purchased, or only as to fund shares to be purchased), provided that an annuitant not receiving a life annuity shall first have been sent a reasonable description of the shares proposed to be selected and a written notice unless he surrenders his contract to the trustee for termination within 60 days of the date of such notice he will be conclusively deemed to have authorized and directed the substitution of such other shares and to have agreed to bear his pro rata share of the actual expenses, including tax liability, incurred by the trustee and depositor in connection therewith.

Two Separate Book Accounts

The trustee will maintain two separate internal book accounts: (1) an accumulation account, made up of the portion of the trust's total net assets allocated to annuitants in the accumulation, or pay-in, period, and (2) an annuity account, made up of the portion of the trust's total net assets allocated to annuitants in the annuity, or pay-out, period. The total of the two accounts constitutes the aggregate net assets of the trust.

The interests of annuitants in the trust during the pay-in period are expressed in terms of accumulation units and during the pay-out period in terms of annuity units (except with respect to annuitants receiving term annuities).

A fixed number of annuity units which will be used to measure the amount of each monthly life annuity payment, is allocated to an annuitant at the time he begins to receive annuity benefits. This number of annuity units will remain constant throughout his lifetime but the value of the annuity units will vary in accordance with the investment experience of the trust, the expenses of operating the trust, and the mortality experience of all annuitants receiving variable life annuity benefits. In a variable annuity with expense and mortality guarantees, the value of the annuity units would vary only in accordance with the investment experience of the fund.

Life annuity options available are straight annuity, life annuity with 10 years certain or 20 years certain, and a last survivor annuity continued either in full or in half to the surviving annuitant. Term annuities are available for one to 30 years. If the annuitant dies before the end of the



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Attending the NALU midyear meeting at Fort Lauderdale, Fla., from left: Edward T. Smith, president, Cransfield, R. L., immediate past president, General Agents of Managers Company, Inc.; Mrs. R. L. Millon, wife of the NALU vice-president who is manager of Business Men's Assurance at Abilene, Tex., and William Hendley Jr., president of New York, Columbia, C., immediate past president of NALU.



term period, his estate may have payment continued to it for the balance of the term or may elect to receive the current value of his contract in a lump sum.

If the net asset value of accumulation units credited to the annuitant's account on the seventh business day prior to the annuity starting date is less than \$2,500, settlement will be made automatically in one lump sum net asset payment and all rights of the annuitant under his contract will terminate. If the value of the units at that time is \$2,500 or more but the annuitant has not made a valid selection of an option by the sixth day prior to the annuity starting date as originally stated or deferred, such date will be deferred month by month until a valid selection is made and the annuitant reaches age 81. If a

valid selection has not been made prior to his age 81, the value of his accumulation units at that time will be paid to him or his estate in a lump sum cash payment and all his rights under the contract shall terminate.

Starting At \$10 Per Unit

Initially the net asset value of annuity units will be fixed at \$10 per unit. Thereafter the net asset value will be determined as of the close of business seven days prior to each life annuity payment date by dividing the total net asset value at such time of the annuity account by the aggregate number of annuity units then calculated as required to make all current and future life annuity payments.

Such aggregate number of annuity units will be the sum of the products obtained by multiplying the fixed

number of annuity units specified in each endorsement to a contract then in effect by an appropriate present value factor. This factor is a figure which represents the present value (derived from the mortality table and assumed accumulation rate in use by the trust) of an annuity calling for the payment of one unit per month for life, taking into account the sex, the age of the annuitant at that time and the optional method of settlement selected by him.

All Share Ratably In Risks

All annuitants, whether in the accumulation or annuity period, share ratably in the risk of gain or loss arising from fluctuations in (a) the value of fund shares held in the trust portfolio, (b) earnings on such shares, and (c) expenses of operating the trust not covered by service fees. As to these risks there is complete mutuality at all times among all annuitants. In addition, annuitants in the annuity period share mutually the risk of gain or loss arising from the combined mortality experience of all such annuitants. Neither the trustee, the depositor nor the fund make any guar-

antees with respect to any of the risk factors mentioned above nor as to the value at any time of the accumulation units, the annuity units or the underlying share of the fund.

N. Y. Cuts Some Group Minimums

ALBANY—Gov. Rockefeller has signed into law an amendment to the insurance law reducing the permissible minimum number of lives in employer-employee trustee pension plans involving two or more employers and one or more labor unions from 100 to 25.

Week To Honor Girl Friday

Secretaries Week, co-sponsored by National Secretaries Assn. and Office Equipment Manufacturers Institute, will be observed April 23-29. "Better Secretaries Mean Better Business" will be the theme of the week.

United Services Life has declared a stock dividend of 33 1/3%, payable May 26 to stockholders of record May 12, and a semi-annual dividend of 10 cents per share on 600,000 shares outstanding, payable April 28 to stockholders of record April 24.

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Insurance Executives Get Progress Report

(CONTINUED FROM PAGE 1)

domestic insurers has increased 8.2%, but out-of-state companies have enjoyed a 9.8% increase in insurance in force from Texas policyholders.

"Most discouraging of all are the comparisons in number of policies sold he declared. Texas companies had 4.5 million Texas policies in force at the end of 1959, a 7.7% increase over 1950. Foreign insurers, however, had 4.9 million policies on Texans, a gain of 37%.

The comparison of Mr. Jones that was encouraging to Texans was that of health insurance premium income: From 1950 to 1959, domestic companies gained 12.8% in all states, while foreign insurers dropped 2%.

In the legislative field, Mr. Jones said much has been accomplished in the way of constructive laws. However, the life associations had failed to obtain passage of a bill which would allow life companies to invest 5% of their assets in income-bearing real estate.

"As for taxes, we have had unending harassment, both in Austin and Washington. No need to rehash here the federal life company income tax act of 1959 and the 50% increase it imposed on the industry. Perhaps one of its worst features is that it is so complicated that we find it almost im-

possible to show where and how it is unfair," he said.

In the Texas legislature, there is a bill to raise the state premium tax as much as four times the present rate. It is so preposterous that one is inclined to treat it as a joke, he said, "but to my mind the proposal of a tax up to 16.5% on the savings of Texas policyholders is a poor joke."

Some progress has been made to achieve rapport between agents and companies, he reported, but the gulf between the agent and company view still looms large.

"Agents are more numerous and have more direct and frequent access to the public than company officials. They are the main communicators for the whole industry, but do most agents understand the goals and problems of the whole industry or just the problems and goals of agents?" he asked. "This is a challenge to us in our training program."

Mr. Jones suggested that those life men who honestly think the industry enjoys the understanding, esteem and appreciation of any large segment of the public submit a test to the first 10 people they meet on the street. The examination statements would be:

—Insurance companies can afford to be soaked for more taxes, because

they make millions of dollars every year. True or false?

—Texas companies are as good as those from eastern states. True or false?

—You can trust insurance companies to do what is right. True or false?

"I don't think the answers you would get would make you too happy," he told his listeners. "These are some of the unsolved problems we too often choose to ignore. They are our dangerous problems. They are not solely big company problems. They are industry problems."

Dan C. Williams, president of Southland Life, was elected president of the senior section, succeeding James R. Wood, Southwestern Life. Benjamin N. Woodson, American General, became vice-president, and H. Lewis Rietz, Great Southern Life, is secretary-treasurer.

Stanley W. Cole, Government Personnel Mutual, was advanced to the helm of the agency section. Others of officers are E. E. Sammons, United Fidelity Life, vice-chairman, and Hollis L. Manly, Commercial & Industrial Life, secretary.

The associate section elected Donald Stubblefield, Southwestern Life, chairman; David P. Chamberlain, Great American Reserve, vice-chairman; John W. Knight, American General, secretary; and George M. Mitchell, Pioneer American, assistant secretary.

Other speakers on the program were Robert W. Strain of the Texas board of insurance; Harold Clark, director of economics Columbia University; William C. Finch, president of Southwestern University; Martin E. Goland, president of Southwestern Research Institute of San Antonio; Maj. Gen. Otis A. Benson Jr., USAF, commander of the Aerospace Medical Center; H. Arthur Littell, vice-president of South Coast Life; and A. D. Carter, Houston investment banker.

Newark CLUs To Run Seminar On Selling

NEWARK—The Newark CLU chapter is sponsoring a sales seminar Thursday at 1:30 p. m. April 27 at the Mutual Benefit Life home office.

Speakers will be Milton Stern, Newark tax attorney, who will talk on the attorney's practical approach to business insurance, N. C. Litwack, John Hancock, a million-dollar producer, who will discuss deferred compensation and related opportunities, and Francis L. Merritt, director of career development of Mutual Benefit Life, who will speak on applied psychology for the agent and his prospect.

J. Owen Stalson Buys Eastern Underwriter

NEW YORK—In a change of ownership of the Eastern Underwriter,

insurance weekly which has been published here since 1907, the stock ownership interests of Clarence Axman, president, treasurer and editor, and William L. Hadley, vice-president, secretary and general manager, have been sold to J. Owen Stalson,

management consultant in the insurance field, who becomes publisher of the Eastern Underwriter.

No changes in the Eastern Underwriter's editorial policies are contemplated, and the present editorial staff will continue with the paper under the editorship of Mr. Axman, who has held this position since 1913.

Active In Consulting Work

The Eastern Underwriter's new publisher has been active in the field of management consulting, investment banking and insurance education. He is director of the School of Insurance Administration at Greenwich, Conn., and in the last decade has conducted 14 seminars for executives of life companies. The faculties for these seminars have been recruited from the graduate schools of business of Harvard and Columbia universities and from insurance company executives. The seminars have been conducted at Columbia University, the Lake Placid (N. Y.) Club and Savannah, Ga.

A graduate of University of Minnesota, Mr. Stalson holds a master of business administration degree from Harvard Business School and a doctor of commercial science degree from that school. He has served in the life field as an agent and general agent and is the author of a definitive history of the life insurance business in America.

Besides Mr. Axman, the Eastern Underwriter editorial staff includes Jerome Philp, managing editor, Anne Marie Miller, assistant managing editor; three associate editors—Wallace L. Clapp, casualty insurance and vice-president of the Eastern Underwriter Co., Edwin N. Eager, fire and marine, and Oliver J. Jones, life insurance. Sidney S. Whipple is assistant casualty editor and G. Marguerite Samuels is editorial assistant.



J. Owen Stalson



A Record Year...

Shooting sky-high above the industry average in sales, North American Life established a record increase of 28.9% life volume in sales during 1960 over the previous year.

A Significant Mark...

Our 1960 record becomes more significant with the realization that our company has provided life insurance coverages for 54 years, and is presently doing business in thirty states. During the last six years our growth has increased a remarkable 162%.

You Can Grow With Us...

Our pace-setting tempo didn't just happen, it was planned. Planned and built by men like yourself. North American's growth program is gaining momentum and is presently searching for qualified men. Why not inquire in strict confidence today? Direct your inquiry to Ronald D. Rogers, CLU, Vice-President and Director of Agencies.

"Country's Friendliest Company"

NORTH AMERICAN LIFE

Insurance Company OF CHICAGO

North American Building

Chicago 3, Illinois



The Minuteman

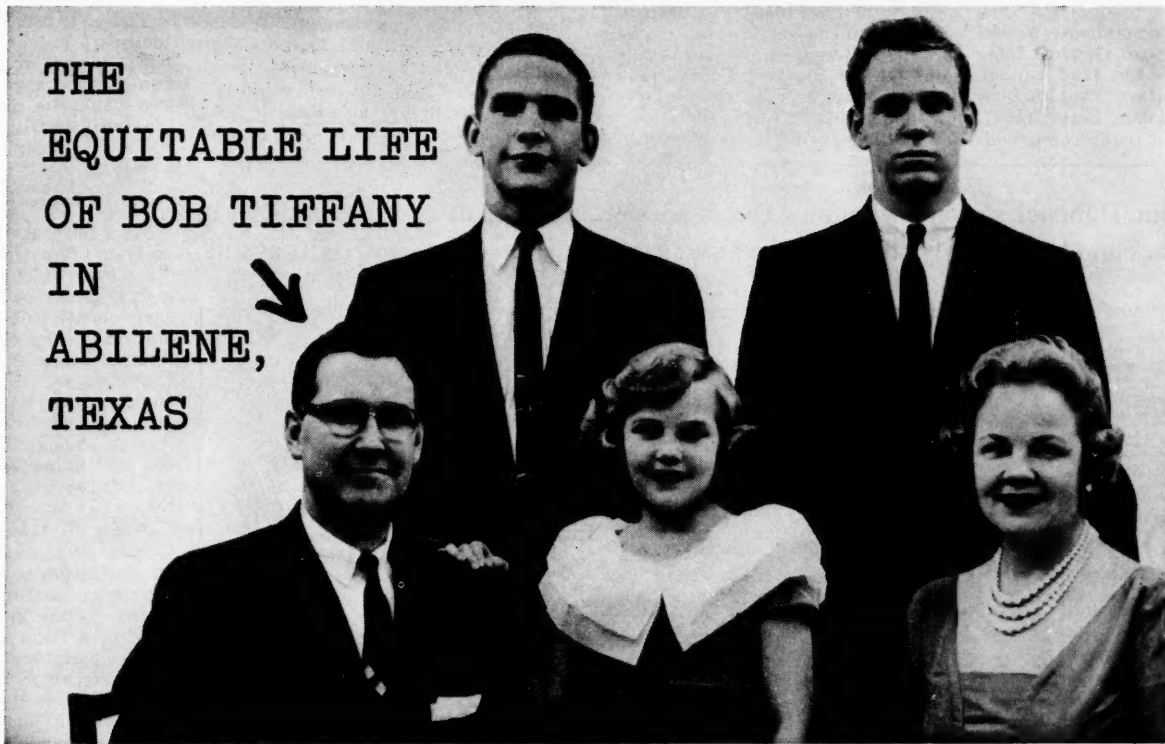
Symbol of Success
to a fast-growing group
of General Agents

Old Republic

LIFE INSURANCE COMPANY

CHICAGO 1, ILLINOIS

THE EQUITABLE LIFE OF BOB TIFFANY IN ABILENE, TEXAS



Robert J. Tiffany, CLU., a million-dollar producer in an area of 90,000, has an accomplished family, too. Billy, 15, is varsity tackle at Cooper High. Jerry, 17, is varsity catcher at Abilene High. Julie, 8, and mother Clarine are accom-

plished pianists. Although Bob works out of the Martin Agency in Fort Worth, his heart belongs to Abilene. He was Committee Chairman of Abilene's recent Diamond Jubilee. And also served as Director in the Chamber of Commerce.



He teaches the adult couples class at First Presbyterian Church, where the whole family sings in the choir.

Oil Man: For ten years Bob served as Sec'y-Treas. of West Central Texas Oil and Gas Association. J. C. Hunter, Jr. (center) and Jim Lauderdale are past presidents.



Also is chairman of Annual Estate Planning Conference—as he has been since 1957 when it began. With him are R. L. McMillon, V.P. of NALU; Dr. Davis W. Gregg, Pres. of American College of Life Underwriters, and Dr. Arthur E. Upgren, economist.



And he sandwiches a lot of selling in between his civic activities. Here he hands his potent signature-pen to Ben Barbee, Division President of Anderson-Clayton Co.



Served on City Commission for two years. Here, as chairman of a Chamber of Commerce committee, he talks to Tom Leeth, left, executive of U.S. Time Corp.; Briggs Todd, Pres. of First State Bank; and E. A. Wells, Superintendent of Schools.

A Man's Prestige somehow goes hand in hand with the prestige of the company he represents. This is why Bob is proud to be a life underwriter for Equitable. It's a full life. And a rewarding one. **Living Insurance is more than a need ...it is a career!**

THE EQUITABLE

Life Assurance Society of the United States
Home Office: 393 Seventh Ave., New York 1, N. Y.

Tune in The Equitable's OUR AMERICAN HERITAGE, Saturday, April 22 & May 13, NBC-TV

Stellar Card At Chicago Life Assn. Rally Produces Number Of Valuable Sales Tips

By WILLIAM H. FALTYSEK

With a bull market for the last 13 years, everyone has become an "investment expert," Benjamin N. Woodson, president American General Life, told his audience at the 42nd annual sales congress of Chicago Assn. of Life Underwriters last week. Large numbers of people are not really competent

to do their own investing, but they are getting away with it today, he said.

Every two or three decades, along comes the theory of buy term and invest the difference, he continued. And along with it comes the corollary that the guarantees are for weaklings—just for women and children. Mr. Woodson has nothing against term insurance as

such and regards it as highly useful in its place; nor does he have any quarrel with equities, "but the theory is wrong that it is better to buy term and invest the difference," he emphasized.

Has Moral Obligation

It is virtually a moral obligation of the agent to sell permanent insurance to a man who can and should buy it—and adequately. Permanent insurance is better and the cash value is a "superb investment," he said.

Mr. Woodson made a number of com-

parisons between fixed dollar assets and equities, saying that there are more roads than one to financial success, but the easy one is the guaranteed dollar.

He likened term and permanent insurance to that of renting or buying in that order, and said that as a rule it is always better to buy than rent. And the "rent" is revised upward every five years on the term coverage. Actually, people would have to buy permanent insurance even if it had no cash value, he declared. Term insurance will finally price a man out of insurance. "People do live that long," he said.

Prone To Lapses

Also, term is "totally and dangerously and disastrously prone to lapses," the speaker declared. If a man cannot look after his own affairs in the final days of his life, he could easily die uninsured. The only good insurance is that in force at the time of death. Furthermore, compulsion to save money rides with permanent insurance, he said. "We don't go on the offensive enough to show people that the cash value in their insurance may be just about the only real savings they will ever have."

Stuart A. Monroe, general agent of Chicago of Mutual Benefit Life, in discussing business insurance, said that in comparing guaranteed dollars against equity dollars in every program there must be a floor of guaranteed security—the guaranteed dollar. Not every business owner is aware that in his business every dollar is an equity dollar. Talking about diversifying these equity dollars into equity dollars in someone else's corporation just doesn't make sense, he said.

Mr. Monroe listed several ways to communicate with the sole proprietor partnership or close corporation, the basic idea being "to keep it simple so the prospect will understand and want to buy." He said the proper ingredients in any business insurance sale should be 85/10/5%—the largest percentage to developing problems, 10% to solving problems and 5% to closing. "Once we try to reverse that order we are in trouble."

Not Salable Item

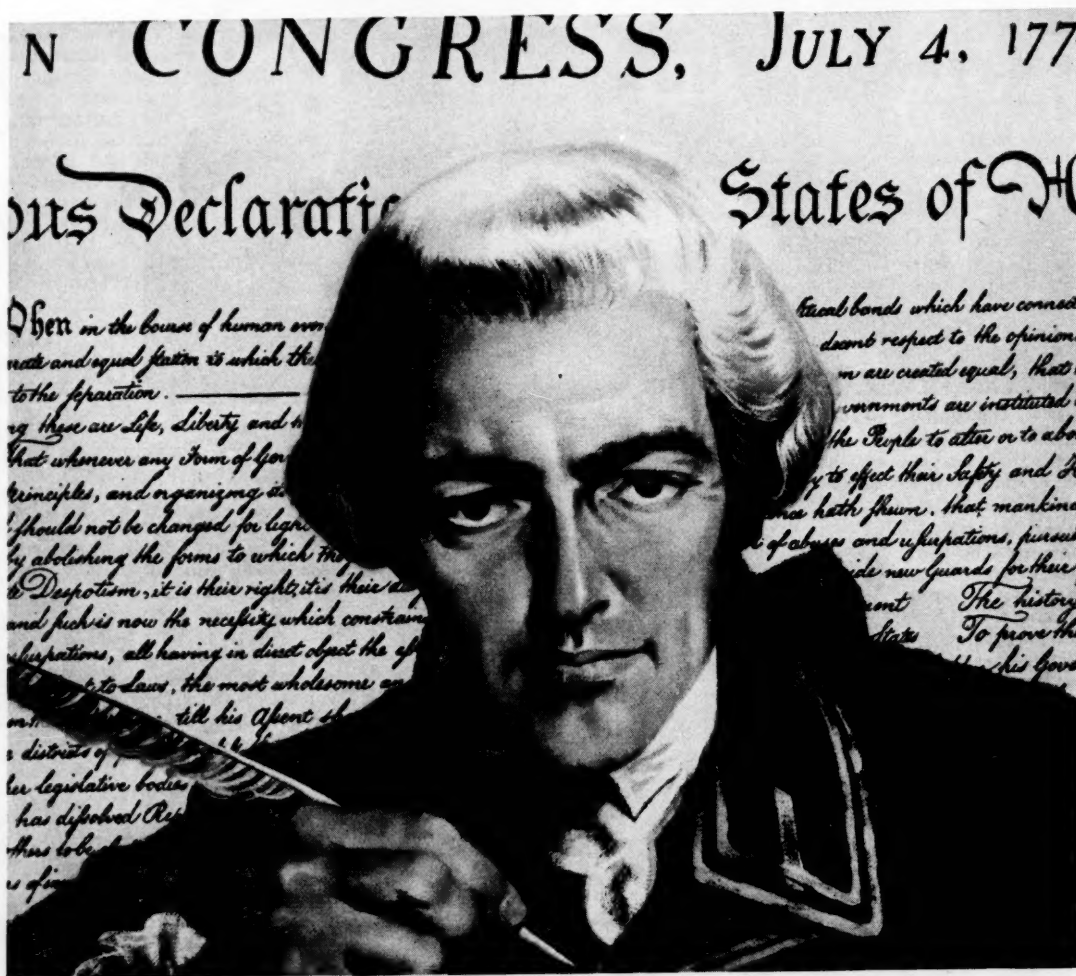
As to sole proprietors, Mr. Monroe said the idea of the business' owner to enter an agreement with one of his employees to buy the business and back the arrangement with insurance "is not a salable item." He has only seen two cases of this kind consummated in the 30 years he has been selling business insurance.

The insurable problem is usually to be found in the disposal of the estate. For example, for a man's family who has been taking home about \$15,000 annually to find on his death that the book value of the business is only about \$25,000 is a great shock, both financially and emotionally. Not only that, it is very difficult to liquidate a business at its book value. There must be a floor of guaranteed security to replace the loss to the family. This, then, becomes a simple programming case, said Mr. Monroe. Also, any business man should be able to see the reasonableness of taking a few dollars out of his business to send on ahead for retirement purposes, he noted.

R. Earl Denman, Pacific Mutual Life, Cincinnati, spoke on estate planning. He said he found it very difficult to get a man to sit down and start talking about his estate and that as far as he could find out no one had written anything on how to sell the idea of

(CONTINUED ON PAGE 17)

This is one of John Hancock's award-winning series of advertisements. They appear regularly in national magazines and have greatly enhanced the reputation of our company and of its agents.



He gave us a lesson in independence...



John Hancock

IT DOESN'T MAKE SENSE.

John Hancock had a fine home. A prosperous business. A future solid and secure as any man's.

Why should a man like that want to change things?

But you open the book of our fight for independence, and there he is on every page. You come to the part about the Boston Tea Party, and he's right in the thick of it. Paul Revere's Ride? That's to warn Hancock and his friend Sam Adams that the British are marching to Lexington.

The Declaration of Independence? It's his own death warrant if he signs it. But he puts his name down, big and bold.

Then you think about it for a while and it makes good sense.

You know what grips a man when he first gets a whiff of the fresh, clean air of independence. After that he can't live with the stale smell of tyranny in his nostrils.

So you know why John Hancock wanted to change things.

You understand because you've grown up in the same fresh air of independence, and it's made you the same kind of man.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



PERMANENT ATTACHMENT?

Hardly. Shackles never were a substitute for employee loyalty. ■ Now, suppose you go to a doctor, a lawyer —your client—any employer with a limited staff or only a single employee. Show him “loyalty” packaged the Provident Mutual way in a plan designed especially for his employee . . . a plan called Pension Special. ■ This one’s just naturally a loyalty builder. It rewards a faithful employee by continuing to build in value year after year. Always remains distinctly apart from any other forms of compensation, too! ■ What’s more, the Pension Special is a big morale booster! Sparks job interest, makes for a healthier employee attitude . . . creates that permanent attachment. ■ For your client, Provident Mutual provides special material to ease installation of the Pension Special. This is a plus that gives you a solid sales assist. ■ Pension Special. Makes good business sense—for your client—for you too.

PROVIDENT MUTUAL
LIFE INSURANCE COMPANY OF PHILADELPHIA



Hartford Group Is Merging A&S Units; Two Are Advanced

Hartford Fire group is forming a new department by combining the separate A&S divisions for individual coverage now maintained by Hartford Accident and Hartford Life. The group coverage divisions were combined in 1960.

Thomas M. Meredith has been named manager, and Neil J. Brown assistant manager of the new unit. Both have been elected secretaries of

the health department of Hartford Life and will continue as assistant secretaries of Hartford Accident. Christopher F. Lee, second vice-president of Hartford Life, who has been with the individual A&S unit of that company, will transfer to the sales department with responsibility for promoting these policies.

The provisions of the individual policies of Hartford Accident and Hartford Life are being brought into line and studies are being made for development of new covers. Hartford group contemplates establishment of

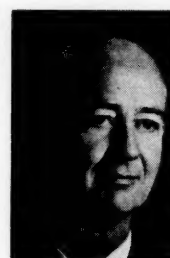
underwriting departments in each departmental office for underwriting of individual A&S. Claim service for the new health unit at the home office is being handled in the field.

Writes \$30 Million In Campaign

Woodmen of the World, Omaha, wrote \$30,764,798 of new business on 10,000 applicants during the 61-day "President Sims Special Appreciation Campaign." This exceeded the goal by \$5,764,798. South Carolina led the states with 708 new members and \$1,943,015 in sales.

Occidental Of California Names Gillespie, Hankin To Head New Division

Occidental of California has established an underwriting and a claims



Claude S. Gillespie



C. Donald Hankin

division and has appointed Claude S. Gillespie vice-president of underwriting and C. Donald Hankin 2nd vice-president in charge of claims.

Anthony E. Meehl, assistant vice-president, succeeds Mr. Gillespie as secretary.

In the actuarial division, Harold E. Crandall has been advanced from asso-



Harold E. Crandall



Anthony E. Meehl

ciate actuary to 2nd vice-president and associate actuary, and Jackson C. Brownson from assistant secretary to assistant vice-president.

After five years with Northwestern National, Mr. Gillespie joined Occidental in 1937. He became assistant vice-president in 1953 and secretary in 1957.

Mr. Hankin entered the business in 1933 with Mutual of New York. He went with Occidental in 1946 and has been serving as assistant secretary and manager of the group settlements department.

Mr. Meehl joined the company in 1948 and has been an executive assistant to President Horace Brown and Executive Vice-president Powell E. Smith.

Mr. Crandall, who joined the company in 1949, has been associate actuary since 1956.

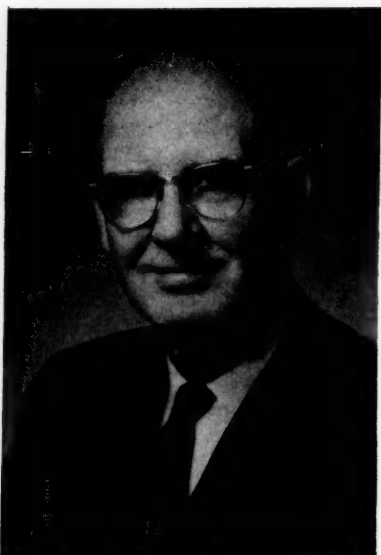
Mr. Brownson started in insurance with Central Life of Iowa in 1936. He went with Occidental in 1946 and has been manager of beneficiary settlements and of the policy change department.

Linder's Wins Understated

A picture caption in the April 15 issue stated that Maurice Linder of New York City, who led the Travelers agency force in production for 1960, had led the company for a total of 13 out of 19 years. Actually, he has led the company in 14 years and has been with the company 29 years.

At *An outstanding example of Kansas City Life's Key men, Ray P. Cornelius, is Vice President of the Company's President Club. He earned this honor by having the largest number of sales and meeting all the other requirements. Nine years with Kansas City Life... nine years as a member of the Presidents' Club... Ray P. Cornelius is in every sense a Key Kansas City Life Key Man. He has received the National Quality Award six times, too, and was secretary of the Kansas City Association of Life Underwriters in 1959.*

Kansas City Life and in his Community the agent is Key Man.



With slightly less than a decade spent as a Kansas City Life Key Man, Ray has won many company production prizes, and has been listed in numerous honor categories throughout the past nine years. Feb. 27, 1961, marked the 444th week Key Man Cornelius has been a member of the App-a-Week Club, which means that he has written at

least one application every week for more than eight and one-half years.



KANSAS CITY LIFE

INSURANCE COMPANY

Home Office / Broadway at Armour / Kansas City, Missouri Represented in 41 States and the District of Columbia

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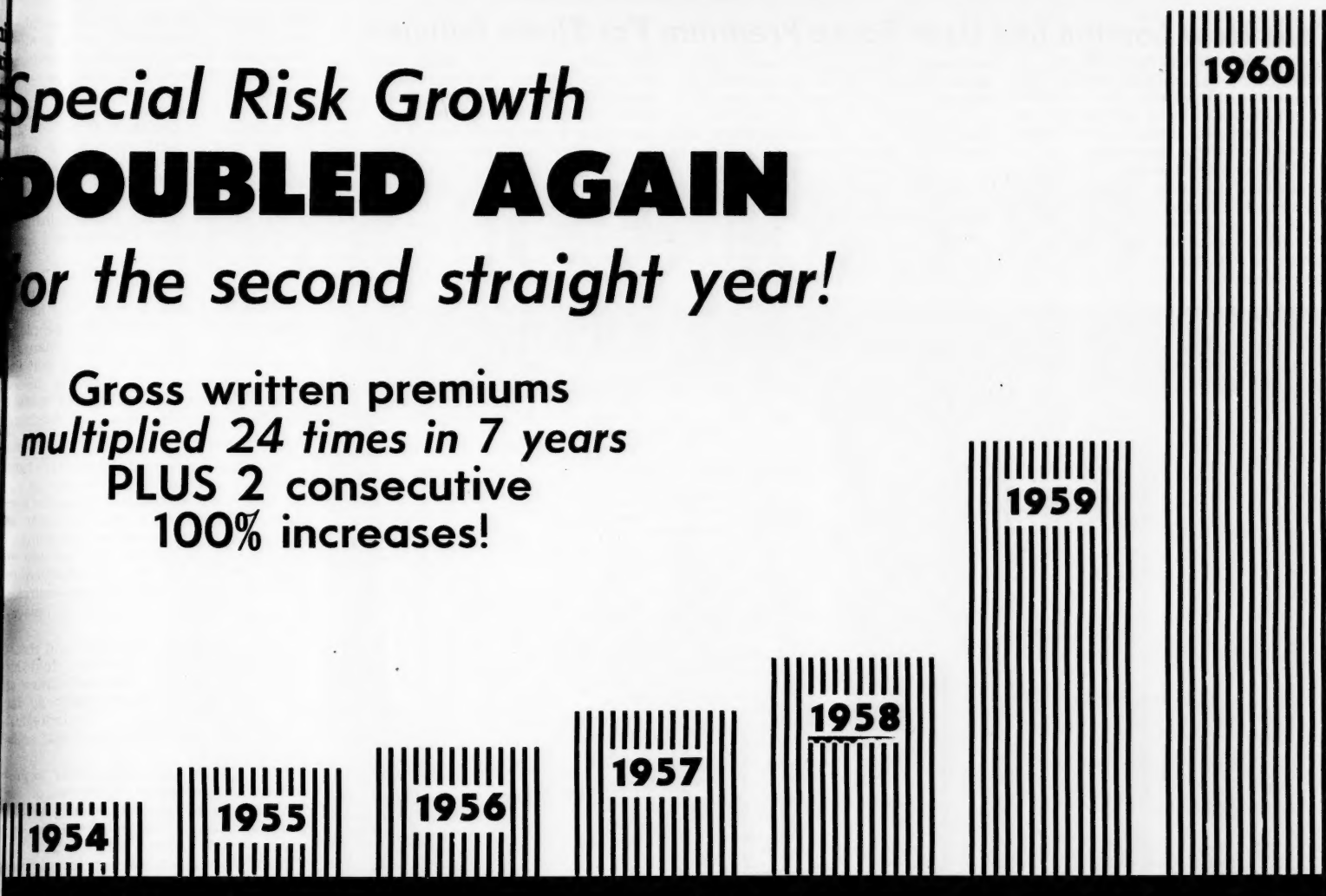
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Special Risk Growth DOUBLED AGAIN for the second straight year!

Gross written premiums
multiplied 24 times in 7 years
PLUS 2 consecutive
100% increases!



Yes, for the second straight year we've doubled our gross written premiums. Last year we had the pleasure of announcing a record-breaking year in 1959. Now, here we are again with news of our 100% increase in 1960! And from early indications, we're headed for record-breaker number three in 1961. We hope you'll be with us when it happens. If you'd rather grow with us than just watch us, we'd like to have you aboard.

And speaking of growth, we have come a long way in 7 years.

From a one-man operation in 1953 to regional offices in key cities throughout the United States . . . that's the phenomenal growth of the Aviation and Special Risk Division of Bankers Life and Casualty Company. We're now writing special risk insurance for many of the largest U.S. corporations, utilities and businesses. The chart above tells the story. We've multiplied 24 times in just seven years, with 1960 doubling the record set the year before.

The reason: FLEXIBILITY...IMAGINATION...EXPERIENCE

If you're imaginative and far-sighted enough to realize the tremendous advantage of offering these special services when they're needed, you'll want to investigate our contracts incorporating new concepts of group and blanket insurance for large corporations. Ask about our special contracts developed to meet special needs of all kinds of organizations, large and small. Talk to our staff of experts, men with outstanding backgrounds in the special risk field. Brokers and general agents everywhere are invited to write for details on how to put this flexibility, imagination and experience to work building new business—new profits!

Now special risk coverages are also available from affiliated company—Dubuque Fire & Marine Insurance Company of Dubuque, Iowa.

Of the 500 largest United States industrial corporations listed in The Fortune Directory, August, 1960, well over 100 have insurance with our Aviation and Special Risk Division.

AVIATION AND SPECIAL RISK DIVISIONS OF

**Bankers Life & Casualty
Company**



**Dubuque Fire & Marine
Insurance Co.**

Member Companies of the MacArthur Insurance Group

4444 W. Lawrence Avenue, Chicago 30, Illinois • Phone: SPring 7-7000

Tells How London Life Uses Same Premium For Three Policies

(CONTINUED FROM PAGE 2)

policies for small amounts which were threatening to swamp the ordinary branch. The mortality experience has been remarkably similar in the ordinary and industrial branches.

—The company has only one form of application, the only variation being the French-language form in the province of Quebec. Medical forms have also been simplified and reduced in number to streamline the underwriting operation as much as possible. The

company's non-medical limits now go up to \$15,000 and a substantial proportion of policies are being issued on a non-medical basis. Policies for less than \$2,000 are all standardized and practically all are complete and ready to be underwritten as soon as the applications are received.

Move Not Entirely Planned

"The development of our business into the form which it has now taken was not entirely planned," Mr. John-

son said. "It would seem that the existence of the ordinary agency organization side by side with the industrial agency organization must have encouraged industrial agents to write much more ordinary business than they might otherwise have done. They have also had the example before them of men who started out in the industrial branch and transferred into the ordinary branch with considerable success. In last year's Half Million group in the ordinary branch, one-

fifth (13 out of 65) of the members were formerly industrial men, a number of them former superintendents, as some companies call them, assistant managers.

Richard F. Neuschel, director of the management consultant firm of McKinsey & Co., said that home office underwriters can make their greatest most lasting contribution to their companies not just by doing a good job at their specialty, but also by influencing the shaping of a company's management climate.

The real challenge facing underwriters and their fellow executives, Mr. Neuschel said, is that they have a responsibility to show all the people of the United States, by sheer management excellence and vitality, that the private enterprise system is incontrovertibly the best method of managing the huge life insurance business.

Five Hallmarks

Mr. Neuschel examined the five hallmarks of management vitality in the life insurance business—consumer orientation; consistent measurement of performance in terms of meaningful end results; efficiency in the use of major resources; the distribution of rewards on the basis of demonstrated performance; and continuous innovation.

James F. Oates, president and chairman of Equitable Society, told his audience that the responsibilities of the home office underwriter go far beyond the decision of the individual case or the solution of a specific problem.

"We look to the underwriter to preserve the financial soundness of our business, not just for today, but for the generations of policyholders and management that will follow us. Through your actions you largely control the quality and classifications of business placed in force, with all the implications this has upon production and the cost of our product," he said.

Other speakers included Eugene H. Smith, National Life & Accident, discussing deaths and injuries in bituminous coal mining and Dr. Harry A. Cochran Jr., covering the underwriting outlook for diabetics. Gliding and soaring as a growing sport was explored by T. John Hill Jr., Connecticut Mutual Life, and Vice-admiral James A. Hirshfield of the U.S. Coast Guard reported on the safety record of passengers on ships inspected by his arm of service.

Occidental Of Cal. Sales Set Record In 1st Quarter

First quarter sales of Occidental Life of California were the highest in the company's history, totaling \$687,919,909 for a gain of \$219,127,272 over the same period in 1960.

Individual life sales were \$326,252,591, up \$27,819,659, while group life sales were \$361,667,318, up \$191,307,613. Approximately \$200 million of the company's 1961 group life sales represents its participation in the non-operating railroad employees insurance program. Applications for individual A&S were up 11%.

How American United's
Partnership Philosophy works
in
Reinsurance

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new book for top management on Complete Reinsurance Service

One of America's oldest (since 1904) and most experienced reinsurers, American United serves as a working partner for insurance companies who wish to cover unusual and excessive risks. With our "Partnership Reinsurance" you can keep the business operation of your company on a solid basis, and strengthen your competitive capacity.

In addition to providing the risk-spreading advantages of reinsurance, American United offers a variety of other partnership services to simplify procedures—reduce costs—and increase sales. These services are described in detail in the illustrated booklet shown above. If you have not yet received your copy, write H. Hartzell Perry, Vice President, Reinsurance, at our home office—Indianapolis 6, Indiana.

American United Reinsurance representatives service everywhere. In the West, Alaska and Hawaii—Jim Christopher from San Francisco; in the Southwest—Jim Ratliff from Dallas; in the Midwest—Bill Calhoun from Indianapolis; in the East—Fred Kautzman; in the Southeast—Fletcher Shepard from Atlanta.

AUL

American United Life

INSURANCE COMPANY • ESTABLISHED 1904

The Company with the Partnership Philosophy

AMERICAN UNITED LIFE INSURANCE COMPANY • HOME OFFICE: INDIANAPOLIS, INDIANA

ALL ORDINARY LIFE FORMS • FLEXIBLE OPTIONS • LOW NET COST SPECIALS • BUSINESS LIFE INSURANCE • KEY MAN • PARTNERSHIP • ANNUITIES • UNIQUE JUVENILE • GROUP LIFE • GROUP CREDIT INSURANCE • GROUP MORTGAGE INSURANCE • GROUP RETIREMENT • PENSION TRUSTS • NON-CANCELABLE DISABILITY INCOME • GUARANTEED RENEWABLE MAJOR MEDICAL • GUARANTEED RENEWABLE HOSPITAL & SURGICAL • SPECIALISTS IN SUBSTANDARD UNDERWRITING AND REINSURANCE

Service Guide

CONFIDENTIAL NEGOTIATIONS FOR
SALE OF INSURANCE COMPANIES

Ralph F. Colton

30 N. LaSalle St. Chicago 2, Ill.
Financial 6-9792



In exactly nine seconds
someone, somewhere,
will purchase a
Western and Southern
Contract

Over six thousand career trained
Field Representatives are offering financial security
to millions of people each week.



Whether the situation calls for Family Protection, Funds for Education, Mortgage Payments, Retirement, Accident and Sickness Protection, or a Business Continuation contract, the Western and Southern Representative coordinates the program best suited to fit the particular needs of his client.

Assets...more than \$1 BILLION • Insurance in Force...more than \$5 BILLION

THE WESTERN and SOUTHERN LIFE INSURANCE COMPANY

Home Office, Cincinnati, Ohio • A Mutual Company • William C. Safford, President

REGIONAL OFFICES:

Philadelphia, Pa. • Jacksonville, Fla. • Asheville, N. C. • St. Louis, Mo. • Houston, Texas • Los Angeles, Calif.

Home Office Changes

Equitable Of Iowa



Robert Alford

Robert Alford has been named superintendent of agencies, in charge of the agency supervision and development division, and L. M. McClusky was named regional superintendent of agencies. Both men were formerly assistant superintendents of agencies. Mr. Alford is a CLU.

Penn Mutual Life

Wilfred D. Gillen has been elected a trustee to succeed the late Robert T. McCracken. Mr. Gillen is president and a director of Bell Telephone Co. of Pennsylvania and of Diamond State Telephone Co., Delaware.

John Hancock

Gordon W. Thomas, manager of the Buffalo group agency, has been promoted to group creditor sales executive. Mr. Thomas, a CLU, has been group representative at Newark, New York, Buffalo and Los Angeles.

Baltimore Life



John E. Lombardo

John E. Lombardo has been appointed manager of a new home office ordinary agency. He has been general agent of General American Life at Baltimore, and before that at Fort Lauderdale, Fla. He entered the life insurance business with National Life of Vermont.

Ohio National

Robert W. Gardner has been appointed chief A&S underwriter. The company will begin writing A&S July 1. He has been with State Mutual of Worcester.

Western Reserve Life

Robert Tormey, executive vice-president of Dayton Technical Service Co., Dayton, O., and C. B. McDonald, Cleveland, partner in an investment firm, have been elected directors.

Crown Life, Canada

Dr. R. C. MacKay has been appointed medical officer. He will assume the responsibilities of Dr. H. D. Delamere, who has qualified for retirement under the company's staff pension plan after 32 years.

Lafayette Life

William J. Mattingly, director of agencies, and James R. Price, chairman of National Homes Corp., have been elected directors.

American Continental

Norman Omens has been elected president and chairman. He was formerly director of agencies of Guarantee Trust Life at Chicago and was responsible for the conversion of that company's activities from a direct writing basis to a complete general agency structure. He has also been

regional vice-president and state general agent of Louisiana of La Salle Casualty of Chicago and previous to that held a like post in the same area with Combined of Chicago.

Pilot Life

Marty B. Diamond has been appointed management assistant in the management development program. He has been assistant manager of Mutual of New York at Washington, D.C.

Seaboard Life Of Miami

Donald J. Wellenkamp has been appointed agency director. He was formerly supervisor of field service of American Bankers Life of Miami. He started as an agent with Massachusetts Mutual Life in 1924 and was with Illinois Life, Washington National and Service Life of Omaha, where he was agency vice-president. He was named executive vice-president of the James G. Ranni organization, Miami, in 1950.



Donald J. Wellenkamp

Great-West Life

G. R. Dinney has been appointed group consultant and will work in the group pension department. He is a fellow of Society of Actuaries.

North American Re

William Vaughn and John Carr have been appointed assistant secretaries and Rolf Eckert assistant to the actuary.

Mr. Vaughn, formerly with Pacific National Life, will be in the western office at San Francisco. He is immediate past president of Utah Home

Office Underwriters Assn.

Mr. Carr, the son of John A. Carr, retired vice-president of Equitable Society, was with that company in the underwriting department for four years before joining North American Re in 1953.

Mr. Eckert, formerly actuarial assistant, received his Ph.D. in actuarial science, mathematics and physics from the University of Bern, Switzerland. He is a member of Assn. of Swiss Actuaries.

Bankers Of Iowa

Paul E. Brown and Herman T. Bailey, assistant counsel, have been promoted to associate counsel. John R. Taylor, assistant actuary, becomes associate actuary, and William F. Meyer, attorney, has been appointed assistant counsel.

Massachusetts Mutual Life

E. Weldon Schumacher has been elected a director. He is president of American Optical Co., Sturbridge, Mass.

General American

Charles W. Dean has been named director of agencies for all agencies in Missouri except those in St. Louis and Kansas City. He succeeds Ernest Le Grande who has become general agent at Jefferson City.

Georgia International Life

Crawford Johnson Jr. has been elected a director. He is chairman of Crawford Johnson & Co., Birmingham, Ala., and a director of First National Bank of Birmingham.

Capitol Life, Denver

Eugene Linder has been named manager of the systems and procedures department, in conjunction with expansion of the company's data processing facilities. He was formerly with Pacific National Assurance and has been in life insurance statistical work since 1949.

Walter K. Koch, president of Moun-

tain States Telephone & Telegraph and William H. Kistler, president and treasurer of W. H. Kistler Station Co. of Denver, have been elected directors.

Kansas City Life

Patrick Humphrey, actuary, has been advanced to vice-president actuary. He is a fellow of Society of Actuaries. H. W. Kennedy, assistant controller and auditor, becomes vice president and controller, and Harlan Farrar, assistant vice-president, advanced to vice-president and director of field training.

Clifford Rates, assistant secretary, was named assistant vice-president. John Hoatson, application department supervisor, assistant secretary, and Richard Snell, claim department supervisor, also became an assistant secretary. John Petrie of the auditing department was named traveling auditor.

Illinois Mutual L.&C.

Charles S. Martin and William Kumpf Jr. have been appointed vice presidents and Ray Heinrich claim manager. Mr. Martin has been assistant vice-president and claims manager.

Republic National

James Long, actuarial assistant, has been named assistant group actuary.

New directors of MACCABEES MUTUAL LIFE of Detroit are A. Gerald Gabriel, consulting actuary; James Haggerty Sr., executive vice-president of Lincoln Brass Works, and John Wilt, senior vice-president of Manufacturers National Bank.

PILGRIM LIFE of Indianapolis has appointed Robert G. Schroeder assistant secretary. He was office manager and he has also been with Travelers.

WAYNE NATIONAL LIFE—Morel Ringer has been appointed director of agencies of the new Detroit-based life company. An executive for 35 years with Indiana and Illinois life companies,



Washington National

A half century of service to policyowners

**LIFE • ACCIDENT • SICKNESS
GROUP • HOSPITAL • SURGICAL • MEDICAL**

HOME OFFICE: EVANSTON, ILLINOIS

Telegrams, he has been executive vice-president of Citizens National Life. In recent years, he was one of the founders of Systems Sales & Service, a consulting firm specializing in sales training and management of agency forces.

NEW AMERICAN LIFE of Montana—Lloyd Falgren, regional superintendent of agencies of Provident Life of Bismarck, has joined the company as agency vice-president. He was with New American for 18 months when it was first organized, resigning this post in 1959. Before that he was superintendent of agencies of Western States Life.

CHESAPEAKE LIFE has appointed David L. Kravetz acting vice-president and superintendent of agencies. He was formerly vice-president and director of agencies of Suburban Life.

BENEFICIAL STANDARD—Steve Broidy, president of Allied Artists Pictures Corp., has been elected to the board.

INTERNATIONAL OPPORTUNITY LIFE of Denver has appointed John Caplice senior vice-president and secretary and Lloyd M. Levin agency vice-president. Mr. Levin was director of agencies. New directors are Dr. William Day, Colorado Springs, and Leroy Bacon, executive vice-president of United States Bank of Grand Junction, Colo.

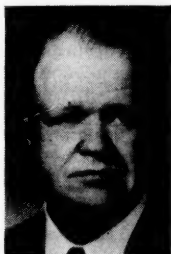
Stockholders of **HAMILTON NATIONAL** of Indianapolis have elected Paul D. Hinkle a director. He is longtime head football, basketball and baseball coach at Butler University.

Stockholders of **KENTUCKY CENTRAL L&A** have elected John F. Ladley a director. He was chairman of Life Ins. Co. of the South until it was acquired by Kentucky Central last year.

STANDARD SECURITY LIFE has appointed Dr. Norman J. Nichols medical director. He was formerly medical director of Eastern Life of New York.

Changes In The Field

Franklin Life



Louis M. Gregory
Managers Assn.

Louis M. Gregory has joined the company as regional manager at Shreveport, La. He has been president of Lee National Life of Shreveport. He is a past president of the Shreveport and Louisiana agents' associations and of Shreveport General Agents &

Minneapolis; W. Donald McCallister, Pittsburgh; Justin J. Marianni, Wilkes-Barre, Pa.; Neil A. Werner and Floyd M. Andrews, Cleveland and Wayne W. Rawes, Los Angeles.

Prudential

William Freeman, with the company since 1956, has been named manager of the Hammond, Ind., district office.

Aetna Life



G. M. Wallhauser Jr.

George M. Wallhauser Jr., brokerage manager at New York, has been named head of a new agency at Honolulu. He joined Aetna Life as assistant supervisor at Philadelphia, later becoming editor of the Life Aetnaizer, the company's field publication.

Crown Life

W. Kent Garland has been appointed district group supervisor of a new group office at Seattle. He has been a group representative of New York Life.

Colonial Life

Bradford D. Finch has been appointed resident superintendent in Minneapolis, where he has been head of the life department of the David agency, a multiple line agency. He is past president of the Minneapolis Life Underwriters Assn. and of the Minneapolis CLU chapter and was state chairman of Life Underwriter Training Council.



Bradford D. Finch

Connecticut General

Appointed brokerage consultants are James C. Butcher, Chicago; Frank A. Garry, Cincinnati; Robert L. Hartwick,

been in life insurance in the Chicago area for nine years with New York Life, Manufacturers Life, Berkshire Life, and has been assistant manager of the Occidental office for one year.

Continental Assurance



Richard Wolff

Richard Wolff has been appointed general agent at Boston. Previously manager of Kilby agency there, he has assumed presidency of the agency and moved it to new and larger quarters at 55 Kilby Street.

Connecticut Mutual Life

Robert T. Heckley, supervisor at the San Jose, Cal., district office, has been promoted to assistant general agent there. He was formerly with New York Life as assistant manager. He is a CLU.

Republic National

John L. Love has been appointed regional group manager at Lubbock, Tex.,



John Bowles



John L. Love

and John Bowles has been named general agent at Los Angeles.

John Hancock

Henry J. McArdle, manager at Portland, Ore., has been promoted to manager of the combined Portland-Seattle group offices with headquarters at Portland.

Edward T. Kilroy, manager at Seattle, has been made field assistant at San Francisco.

Occidental Of California

Richard Doyle has been appointed assistant manager at Pasadena. A CLU, he has been with Occidental in Pasadena for three years and was formerly with New England Life, Prudential, and Swett & Crawford, brokers.

R. R. Reticker has been appointed brokerage manager of the La Salle Street branch at Chicago. He has

Modern Woodmen

J. L. McLeod has been appointed manager of eastern Washington and northern Idaho, and Ronald Anderson



R. S. Anderson



J. L. McLeod

of eastern North Carolina. The former was an assistant regional sales director of Franklin Life and the latter a regional director of American Bankers Life.

Central Standard Life

Andrew Erskine has been appointed manager of the Wichita, Kan., district office. He was formerly with National L&A. and has been in the insurance business two years.

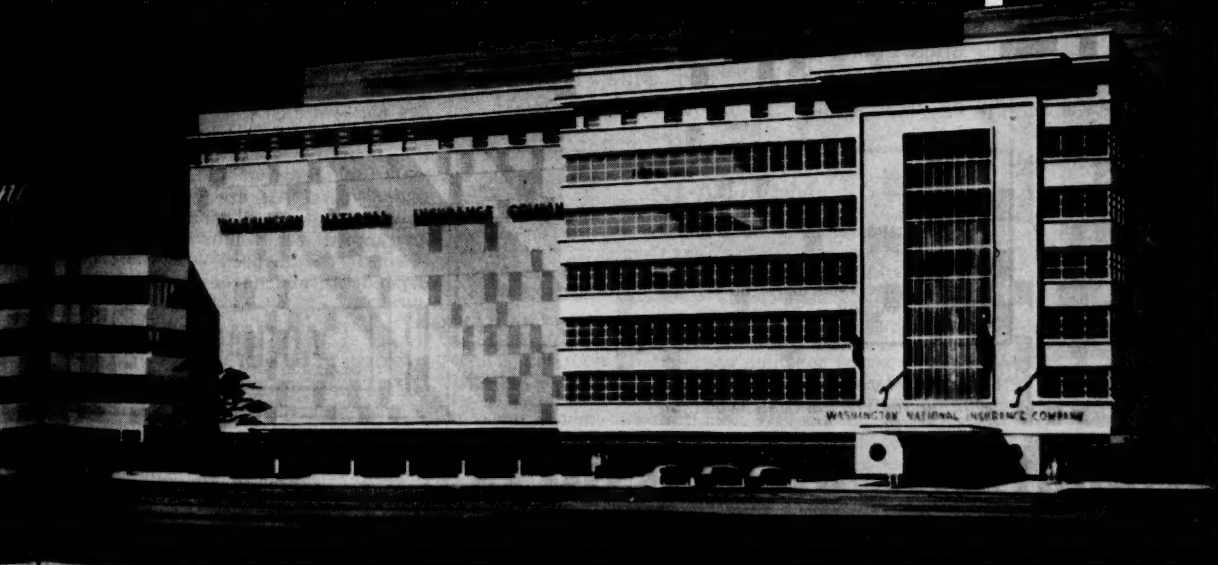
Hartford Life

James B. Turner has been appointed manager at Omaha, where he has been with Penn Mutual Life.

Dale E. Stanley has been named manager at Detroit, where he has been assistant brokerage manager of Occidental of California. He was formerly with Connecticut Mutual Life and Massachusetts Indemnity & Life.

Fred D. Stallings becomes manager

Washington National Insurance Company



at Charlotte, N.C. He has been general agent of National Life of Vermont there. He is a CLU.

Jefferson National

New general agents appointed in Arizona are James R. Byers, formerly of John Hancock, at Phoenix; David F. Skipper, formerly of Lafayette Life, at Tucson; and Robert H. Johnson, most recently with Occidental Life of North Carolina, at Mesa.

Carl Morgan and Ermen Boyd have been appointed general agents of new agencies in West Palm Beach and

Winter Haven, Fla., respectively. Mr. Morgan has been with Gulf Life and Mr. Boyd was formerly a general agent of Ohio State Life.

American National

Gerald A. Hollman has been appointed division director at Norman, Okla., for an area comprising Arkansas, Kansas, Missouri and Oklahoma. L. P. DeConcini is new director of a division consisting of Iowa, Minnesota, North Dakota and Wisconsin. Mr. Hollman, who has qualified for the MDRT 15 consecutive years, has been

general agent at Oklahoma City, and Mr. DeConcini has been associate director of his division.

Mutual Of New York

Richard Hukari and Edward A. Porteus, group and pension specialists at Los Angeles and Washington, have been named heads of new group agencies at Memphis and Pittsburgh.

Gene Ford has been promoted from group and pension specialist-in-charge to group manager at Detroit, and William R. Reiss from assistant to group and pension specialist there.

H. Michael Meister has been promoted from specialist-in-charge to group manager at Columbus, O., and Gerald T. Lenz has been named group and pension specialist there.

SECURITY AMERICAN LIFE has named James K. Rubino director of group sales with headquarters in Memphis. He was formerly vice-president of Benefit Plans Inc. in Newark, an actuarial and insurance consultant firm.

GOVERNMENT PERSONNEL MUTUAL of San Antonio has appointed V. N. D'Agostino district manager for Maryland and northern Virginia.

KENTUCKY CENTRAL L.&A. has appointed William P. Wilson district manager in east Louisville. He has been field superintendent in south Louisville.

CANADA LIFE has appointed Robert H. Clammer manager at Denver.

Six Hospital Policies In Series Introduced By Interstate L.&A.

Interstate Life & Accident has introduced its new series of noncancelable and guaranteed renewable hospitalization policies on a monthly premium basis.

It includes a basic policy which offers daily hospital benefits of \$8 to \$15 coupled with a \$150 maximum surgical schedule, issued at ages 15 to 55 and including maternity benefits; a dependent basic policy with the same hospital and surgical benefits as the basic plan without maternity benefits, issued at ages one to 15 with coverage to age 18, and the "Protector" with daily hospital benefits of \$16 to \$25 coupled with a \$250 maximum surgical schedule, issued at the same ages and with maternity benefits.

Other Policies In Series

Other new policies in the series are the "Dependent Protector," offering the same hospital and surgical benefits as the "Protector" with the same exclusions and age limits as the dependent basic policy; the "Executive," with daily hospital benefits of \$26 to \$35 coupled with a \$350 maximum surgical schedule, issued at ages 15 to 55 and including maternity benefits, and a supplementary hospital plan covering hospital expense only and including maternity benefits with daily benefits from \$5 to \$9 and issued at ages one to 55.

All contracts are on a reimbursement basis. Each, except the dependent plans, provides for a paid-up hospital benefit after age 65 of one day in the hospital for each year the policy has continuously been in force to age 65.

Premium rates are set at a low initial monthly level with small automatic increases at the end of each seven years. All are guaranteed renewable, but the dependent plans are guaranteed renewable until age 18 or until the insured ceases to be a dependent, whichever is first.

ACTUARIES

DONALD F. CAMPBELL

Consulting Actuary
Suite 2011

139 N. Clark St.

Chicago 2, Ill.

FROM A RECENT NEWS STORY

"Life expectancy in America in the last half of this century seems destined to approach that which the Hunzikut male has experienced for many generations, according to the *Journal of the American Medical Association*. This little known Hunzikut frontier land in northern Pakistan has a population of around 25,000... evidence that the Hunzikut males live to 120 or even 140 is not documented with reliable statistics but is believed within the limits of possibility."

brace yourself... the age of the Hunzikut is coming!

Last week we got a direct mail lead from the U.N. The lead was given to one of our agents and he went to see the man — name was Tiensing Luntzog. Turned out he was a Hunzikut. Our man got over the language barrier — programmed him and worked up a need for \$100,000. Showed him regular ledger figures at age 40 for \$100,000. O.L. with a 20 year summary.

Luntzog reminded our man that he was a Hunzikut and would probably live to be 120 and he allowed he'd like to see the results at age 100. Our little rate books don't go that high so our agent called and we got out the big book and read the figures off to him.

Well — the premium was \$2,763 a year — the cash value at age 99 was \$97,500 and the accumulated dividends \$229,811* (we had to hit that one on the calculator a couple of times before we believed it). The figures looked pretty good to Mr. Luntzog so our man took an app for \$100,000 (no features — the Company won't write features on a Hunzikut).

Anyway, the policy was issued and our man went back to get paid — but it seems like a "Funds Man" got to this Hunzikut through his investment club

back in Pakistan and he was raising Hades with the O.L. sale.

This bird showed Luntzog a 10 year past performance in the Sandstone T-2 and — projecting that to age 99 — the same \$2,763 in premium would show a result of \$4,386,925.82. (Whoops, he must have let the decimal place slide on that one.) Also, the "Funds Man" dug up some foreign company that would write five year renewable Term to 100.

Well, we had a time of it — you know all kinds of charts and assumptions and don't forget, all the figures had to be transposed into Zlotkees — (Hunzikut currency — you know).

Make a long story short — Luntzog bought our O.L. policy because the "Funds Man" kept calling him by his first name — and he didn't like that!

MORAL:

Next time you run into a Hunzikut — try National Life's "low, low net cost." It'll get them every time. Incidentally, if you are a full-time agent of another company, we will write Hunzukuts only if they are unacceptable to your company.

*Dividends not guaranteed. Based on 1961 scale and not estimates for the future. Who can estimate that far??



National Life of VERMONT
Insurance Company
Montpelier

FOUNDED IN 1850... A MUTUAL COMPANY... OWNED BY ITS POLICYHOLDERS

Chicago (CONTINUED)
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Chicago Rally Yields Valuable Sales Tips

(CONTINUED FROM PAGE 8)

estate planning. His solution to this problem is to disturb the prospect as little as possible in selling any life insurance policy. Shake him out of the "I've-got-it-all-taken-care-of" attitude, he said. For instance, show him how with a simple will only (no life insurance to cover various costs, etc.) he is dumping the whole problem on his wife, who will then have to go through the estate problems all over again on his death.

As to the prospect who can leave his business for long periods of time because his employees can handle it so well ("The boys can always take care of the business when I'm gone, etc."), point out to him that the employees are striving for one reason or another to do a good job so the boss can see how well they did while he was away, Mr. Demman said. If the boss were never coming back, the demoralization, infighting, scurrying for new jobs, etc., would be fatal to the business.

Rex D. Talmage, district agent, Kaufman agency, Northwestern Mutual Life, Evanston, Ill., said, "If you take care of people, they will take care of you; this will require service." To carry out this principle, the agent must have a plan for his work organization, he continued. "But keep it simple. All life companies have some kind of work organization plan. Get it and use it; don't waste time trying to work out something complicated." This includes canned presentations, according to Mr. Talmage. Pages of illustrations will confuse most people, he said.

Tells Work Schedule

The work schedule employed by Mr. Talmage includes 390 phone calls per month; 73 selling calls out of which he must have 30 bona fide interviews and from these make 11 sales each month. This method gains him approximately \$100,000 of new business each month. Noting that this plan means a lot of hours in front of people, he must cut detail and organization work to the minimum, he said.

Charles A. Waters, director of agencies, Chicago south region, Prudential, filled in on a minutes notice for Richard T. Christoph, Penn Mutual Life, Chicago, who was ill at home. Too many people are thinking negatively, said Mr. Waters. By talking about recessions and the like, they cause them. There is no recession in the life insurance business.

He, too, stressed planning and organization of time. This is the one big dimension by which to measure success, he said; eight out of 10 agents who are successful follow this dictum religiously. "Know where you are going, how you are going to get there, and follow through on your planning," he advised. To do these three things, "research your mind, your pattern of operations. This effort will get through to your subconscious mind which will go to work on it and keep at it for you. In this way you will not be governed solely by your emotions. You must get emotional to sell, but you must not be guided by emotions alone. Research your mind."

Karl H. Kreder, vice-president of Metropolitan, told the congress what his company is doing to give better service and better leadership to its field forces, since it affects their "happiness" very directly. He noted that many changes are taking place, such as automation. As an "unfrocked field man" whose responsibility it is to deal with people, "I must say we have growing pains. We are experiencing critical

problems in giving better service, which must be expected since these changes involve major reorganization and regrouping of supervisory and clerical personnel. But it will work out."

He detailed some of the methods being employed by Metropolitan for its management in the future and for present employees. "We and other companies are doing this because of competition," he said. "This is the competition between our product and

other goods and services. The man or company who supplies the best service and gives the best leadership will be the winner."

William P. Walsh, Equitable Society manager at Fargo, gave an inspirational talk on "Ideas And Motivation Sell Life Insurance." The average life salesman talks too much, oversells, he said. "How long has it been since you listened to your own sales talk?" he queried. "Would it sell you?" He advocated the use of more motivation. Life insurance is such a big thing, it takes something like motivation to put

it across, he said. As a "hobby" he studies successful life agents and has found that enthusiasm and a positive attitude are the most outstanding characteristics. Good life agents don't even hear negative remarks made by the prospect, he said. "Be positive. Associate with positive people."

Co-chairmen of the meeting, which drew about 600 persons, were William L. McKechney, Northwestern Mutual Life and 1st vice-president of the Chicago association, and Russell W. Steger, general agent New England Life.

LOOKING FOR A MEMORABLE CONVENTION SITE? LOOK TO CANADIAN PACIFIC HOTELS FOR THE FINEST FACILITIES!

Get more done, have more fun at CANADIAN PACIFIC hotels ... located all across Canada. For information and reservations write: Convention Traffic Department, Canadian Pacific Railway Company, Windsor Station, Montreal, Québec.



THE ROYAL YORK, Toronto, Ontario. The largest and most luxurious hotel in Canada. There's a new 400-room wing, bringing the total to 1,600 rooms. And every one has radio and TV! Convention facilities include: the new Canadian Room accommodating 2,200. Seating capacity 7,500 in public rooms. New lounges, dining rooms. Serving capacity of 10,000 at any one mealtime! Complete public address systems—35 and 16mm projector equipment. 400-car garage with registration facilities, and connecting overpass to hotel. The Royal York is located in the heart of metropolitan Toronto—just one night away from key U.S. cities! Open year-round.



CHÂTEAU FRONTENAC, Québec. World-famous hotel overlooking colorful Québec and the mighty St. Lawrence. Convention features: 660 rooms, meeting and exhibition rooms, private dining rooms, sound projectors. Superb food, thoughtful service. For after-convention hours: snow sports, golf, sight-seeing, shopping on quaint, winding streets. In French we call it a *succès fou*! In any language: an unforgettable convention! Open year-round.

DIGBY PINES, Digby, Nova Scotia. Unique fishing town inn. 175 rooms, 31 cottages. Convention facilities. Golf, fishing, tennis, swimming. Superb seafood. Open June 24 to September 3.

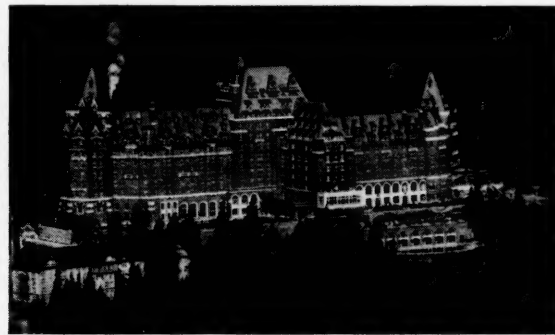
CORNWALLIS INN, Kentville, Nova Scotia. Set in the peaceful orchards of the lush Annapolis Valley. Facilities for 150, ideal for small gatherings. Fishing, golf nearby. Open year-round.

ALGONQUIN, St. Andrews-by-the-Sea, New Brunswick. Wonderful Old English atmosphere, fine food and service. Accommodates 350. For after-meeting hours: golf, swimming, tennis, fishing, shuffleboard, sailing. Open June 10 to September 7.

ROYAL ALEXANDRA, Winnipeg, Manitoba. 450 well-furnished rooms. Dining room, coffee shop. Selkirk Lounge. Many convention facilities. Open year-round.

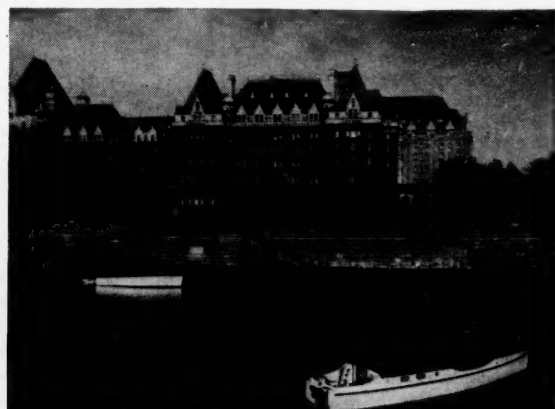
THE SASKATCHEWAN, Regina, Sask. 270 rooms with radio, some with TV. Comfortable accommodations. Good food and service. Ranch dining room, coffee shop. Open year-round.

THE PALLISER, Calgary, Alberta. 487 rooms. Radio, TV available. Dining room, coffee shop. Range Room, Penthouse Lounge. Centrally located. Open year-round.



BANFF SPRINGS, Banff, Alberta. Baronial retreat mile-high in the Canadian Rockies. Spectacular view of snow-capped peaks, sunny mountain trails. 600 rooms, every convention facility. Cocktail lounges. For fun: swimming, shuffleboard, riding, golf, dancing. Scenic tours. Planned entertainment. Open May 26 to September 15.

CHATEAU LAKE LOUISE, Lake Louise, Alberta. Just 40 miles west of Banff. A majestic mountain retreat and world-famous resort. Every window reflects the calm and might of ageless peaks. 400 rooms. Adequate convention facilities. Cocktail Lounge. All Alpine sports. Boating, riding, swimming, dancing, concerts nightly. Open June 12 to September 4.



EMPRESS HOTEL, Victoria, B. C. Located on Vancouver Island, evergreen playspot of the Pacific Northwest Coast. 570 rooms. Meeting, exhibition, private dining rooms. Coronet Lounge. For relaxation: hunting, golf, riding, fishing, swimming in famous Crystal Gardens. Mild climate. Open year-round.

Canadian Pacific

Ranking of 748 Companies Given In Order Of

At the beginning of 1961, life insurance in force in United States and Canada reached \$666,349,475,203, an increase of 8.4% over that at the beginning of 1960. Ordinary insurance increased 10.2% to total \$402,888,455,717; group increased 7.5%, totaling

Ranking Table Reprints Are Available

The accompanying "Ranking of Life Companies" is also available in convenient form—an 8-page reprint folder of 3½ x 7½ inches, that goes into a pocket or envelope with ease. Each year hundreds of thousands of these reprints of this most extensive of all ranking tables are purchased by companies and agencies for general distribution to the public. Many companies arrange to highlight their own position in the table with red brackets around their figures. Copies may be ordered now for prompt delivery. Prices: 100, \$5.50; 250, \$12.40; 500, \$22.00; 1,000, \$41.25; 5,000, \$115.00, with quotations upon request for larger quantities and for special imprinting. Orders and inquiries should be addressed to the National Underwriter Co., statistical division, 420 East Fourth Street, Cincinnati 2, Ohio.

\$222,785,119,736. Industrial insurance of \$40,675,899,750 showed a slight decrease of 2.8%.

The beginning of 1961 saw 86 companies with over \$1 billion in force. Newcomers to this group were Capitol Life, Cavalier Life and North American Life & Casualty.

Big advances among the first 100 companies were made by Cuna Mutual, California-Western States, Republic National, Old Republic Life, Liberty National, Capitol Life, Credit Life, North American Co. for Life, Accident & Health, Standard of Oregon and Hartford Life. Sharp increases or decreases in group or credit insurance are often a factor in changing the ranking position of a company.

American Nat. Names Noah A Vice-President

Phil B. Noah has been elected a vice-president of American National of Galveston, effective May 1. He joined the company as manager at Oklahoma City in 1941. Under his management, it grew to first in size and won the company's outstanding achievement award six consecutive years. The agency furnished several general agents and three regional directors.



Phil B. Noah

Mr. Noah was named regional director in 1954 of a section in the mid-west containing 10 agencies, which number became 35 at the time of his election to the new post. The division is being divided and assigned to newly appointed division directors.

Mr. Noah taught for eight years at Panhandle A&M College and Northwestern State College.

A "salesarama" conducted by Indianapolis Life at Indianapolis, was attended by 250 agents.

1961	1960	Figures in right hand column include industrial and group if written	Total Insurance In Force
1	1	Metropolitan Industrial	94,245,883,078
		Group	9,157,654,465
2	2	Prudential Industrial	82,182,997,497
		Group	36,639,073,586
3	3	Equitable, N. Y. Industrial	38,437,328,870
		Group	6,275,767,839
4	4	Travelers Industrial	29,961,412,902
		Group	23,545,136,512
5	5	John Hancock Industrial	26,184,481,342
		Group	2,660,867,864
6	6	Aetna Life Industrial	24,311,020,459
		Group	8,940,445,271
7	7	New York Life Industrial	24,043,900,323
		Group	19,661,673,600
8	8	Conn. General Industrial	11,373,009,496
		Group	3,523,031,779
9	10	Lincoln National Industrial	10,570,172,115
		Group	6,970,509,353
10	9	Northwestern Mutual Industrial	10,410,515,107
		Group	1,999,422,017
11	11	Occidental, Cal. Industrial	10,206,576,348
		Group	4,004,675,757
12	12	Sun, Canada Industrial	9,572,801,199
		Group	3,618,625,784
13	13	Mass. Mutual Industrial	8,278,463,591
		Group	1,501,889,073
14	14	Mutual of N. Y. Industrial	8,140,623,358
		Group	867,969,958
15	15	New England Life Industrial	7,042,890,567
		Group	751,488,859
16	16	Continental Assur. Industrial	6,844,389,993
		Group	4,240,916,356
17	17	National L. & A. Tenn. Industrial	5,855,138,232
		Group	2,852,862,126
18	21	Cuna Mutual, Wis. Industrial	5,765,193,091
		Group	73,673,171
19	18	London Life, Can. Industrial	5,641,764,659
		Group	5,668,914,495
20	20	Mutual Benefit, N. J. Industrial	5,594,819,863
		Group	1,127,330,654
21	19	American Natl., Tex. Industrial	5,591,603,857
		Group	618,714,108
22	22	Penn Mutual Industrial	5,249,482,643
		Group	1,463,398,545
23	23	Western & Southern Industrial	5,241,276,317
		Group	1,092,701,711
24	24	Conn. Mutual Industrial	4,700,113,732
		Group	62,382,802
25	25	Great-West, Can. Industrial	4,179,690,349
		Group	7,985,795
26	26	Franklin Life Industrial	4,047,274,323
		Group	1,772,466,387
27	27	Canada Life Industrial	3,943,266,658
		Group	1,466,135,718
28	28	Bankers, Iowa Industrial	3,760,170,334
		Group	1,682,560,776
29	29	Manufacturers, Can. Industrial	3,544,563,216
		Group	369,953,494
30	30	General American Industrial	3,249,186,688
		Group	2,363,212,088
31	32	Mutual Life, Can. Industrial	3,213,030,450
		Group	686,527,039
32	35	Cal-Western States Industrial	3,187,569,114
		Group	1,711,807,295
33	31	State Mutual, Mass. Industrial	3,125,055,786
		Group	1,254,573,099
34	33	Union Central Industrial	3,043,984,830
		Group	1,154,709,884
35	43	Republic National, Tex. Industrial	2,974,869,123
		Group	1,210,351,677
36	36	Provident L. & A. Industrial	2,864,221,539
		Group	1,990,592,760
37	34	Pacific Mutual Industrial	2,785,538,906
		Group	1,512,934,521
38	41	Old Republic Life, Ill. Industrial	2,760,677,927
		Group	2,109,239,595
39	37	National Life, Vt. Industrial	2,750,524,331
		Group	2,744,458,658
40	42	Life of Virginia Industrial	2,721,281,680
		Group	560,993,045
41	40	Confederation, Can. Industrial	2,689,960,130
		Group	1,055,426,701
42	39	Minnesota Mutual Industrial	2,626,550,429
		Group	1,627,261,447
43	45	Crown Life, Can. Industrial	2,624,752,792
		Group	698,316,151
44	38	Provident Mutual Industrial	2,448,652,947
		Group	415,559,084
45	44	Phoenix Mutual, Conn. Industrial	2,382,860,446
		Group	169,522,100
46	46	Northwestern Natl. Industrial	2,240,884,146
		Group	1,055,921,239
47	47	Home Life, N. Y. Industrial	2,160,924,702
		Group	443,213,929
48	48	United Benefit, Neb. Industrial	2,116,626,295
		Group	469,711
49	49	Southwestern Life, Texas Industrial	2,010,954,712
		Group	690,591,257
50	50	Jefferson Standard Industrial	2,002,047,188
		Group	530,346,431
51	58	Liberty National, Ala. Industrial	2,001,706,988
		Group	935,670,636
52	55	Business Men's, Mo. Industrial	1,952,309,624
		Group	3,075,960
53	53	Guardian, N. Y. Industrial	1,920,885,605
		Group	365,750,079
54	51	Life & Cas., Tenn. Industrial	1,908,306,523
		Group	210,649,670
55	54	Washington National Industrial	1,876,342,937
		Group	766,490,166
56	52	Acacia Mutual, D. C. Industrial	1,808,782,669
		Group	188,069,252
57	60	Nationwide, Ohio Industrial	1,784,267,764
		Group	15,547,205
58	56	Life of Georgia Industrial	1,773,299,887
		Group	449,187,770
59	57	Equitable, Iowa Industrial	1,771,636,732
		Group	990,907,373
60	62	North Amer., Can. Industrial	1,753,563,655
		Group	182,570,282
61	59	Pilot Life, N. C. Industrial	1,753,563,655
		Group	371,055,972
		Group	287,663,553
		Group	832,202,055

1961	1960	Figures in right hand column include industrial and group if written	Total Insurance In Force
62	61	State Farm, Ill. Industrial	1,734,840,800
		Group	101,662,806
63	64	Allstate, Ill. Industrial	1,630,884,800
		Group	1,237,645,711
64	63	U. S. Life, N. Y. Industrial	1,650,840,200
		Group	943,510,808
65	67	Amer. United, Ind. Industrial	1,578,502,000
		Group	404,601,842
66	66	Manhattan Life Industrial	1,523,846,100
		Group	638,789,005
67	70	N. A. Reassur., N. Y. Industrial	1,437,870,300
		Group	144,290,604
68	65	Kansas City Life Industrial	1,428,012,300
		Group	577,000
69	68	Southland Life, Tex. Industrial	1,426,219,400
		Group	244,444,783
70	69	Commonwealth, Ky. Industrial	1,402,544,200
		Group	213,035,000
71	71	Gulf Life, La. Industrial	1,365,751,000
		Group	319,140,896
72	73	Pan-American, La. Industrial	1,322,379,200
		Group	190,775,463
73	77	Credit Life, Ohio Industrial	1,319,335,200
		Group	321,362,284
74	72	Fidelity Mutual Industrial	1,316,873,000
		Group	319,739,605
75	75	Liberty, S. C. Industrial	1,292,341,400
		Group	496,727,345
76	74	Imperial, Can. Industrial	1,244,074,000
		Group	958,086,636
77	76	Security L. & T. Industrial	1,241,783,700
		Group	10,987,582
78	138	Capitol Life, Colo. Industrial	1,150,223,200
		Group	415,352,683
79	78	Monumental Life Industrial	1,143,644,700
		Group	286,444,738
80	79	Protective, Ala. Industrial	1,096,408,100
		Group	189,712,658
81	80	Union Labor, N. Y. Industrial	1,084,581,600
		Group	452,401,249
82	84	Cavalier Life, Md. Industrial	1,082,776,200
		Group	1,110,459,686
83	81	Ohio National Industrial	1,076,086,400
		Group	462,644,635
84	82	Great Southern, Tex. Industrial	1,064,290,900
		Group	31,790,673
85	83	Union Mutual, Me. Industrial	1,033,401,100
		Group	736,777,265
86	85	N. Amer. L. & C., Minn. Industrial	987,521,200
		Group	1,056,753,325
87	86	Dominion Life, Can. Industrial	955,861,200
		Group	351,255,281
88	87	Independent L. & A. Industrial	934,409,100
		Group	130,923,140
89	89	Home Beneficial, Va. Industrial	896,028,500
		Group	810,156,583
90	88	Country Life, Ill. Industrial	825,079,600
		Group	34,654,500
91	91	Paul Revere, Mass. Industrial	823,011,200
		Group	528,006,256
92	101	North Amer. L. & H., Ill. Industrial	774,717,500
		Group	62,893,679
93	92	Knights Life, Pa. Industrial	773,305,400
		Group	14,861,000
94	102	Standard, Ore. Industrial	738,478,300
		Group	284,641,144
95	94	Peoples, D. C. Industrial	724,950,068
		Group	255,545,107
96	105	Hartford Life, Mass. Industrial	716,322,481
		Group	16,464,441
97	96	United, Ill. Industrial	691,820,867
		Group	458,535,000
98	100	Bankers, Neb. Industrial	683,241,551
		Group	370,207,273
99	98	Industrial, Can. Industrial	658,196,099
		Group	7,570,000
100	95	Bankers L. & C., Ill. Industrial	637,253,817
		Group	338,882,839
101	99	Savings Bank, Mass. Industrial	621,817,818
		Group	151,456,970
102	107	Bankers Natl., N. J. Industrial	611,856,072
		Group	141,562,756
103	97	Mutual Trust, Ill. Industrial	609,939,179
		Group	159,254,350
104	103	Security L. & A., Colo. Industrial	607,483,063
		Group	738,478,300
105	111	L'Assur. Vie Desjardins, Can. Industrial	607,153,187
		Group	68,679,876
106	104	West Coast, Cal. Industrial	596,336,817
		Group	330,037,906
107	106	Volunteer State, Tenn. Industrial	590,953,400
		Group	724,950,068
108	109	Central, Iowa Industrial	590,468,650
		Group	285,775,037
109	110	Sun Life, Md. Industrial	581,631,779
		Group	559,161,861
110	112	Amer. General, Tex. Industrial	565,474,757
		Group	382,047,947
111	113	Lutheran Mutual Industrial	559,103,294
		Group	358,254,811
112	114	Monarch, Mass. Industrial	527,524,331
		Group	6,023,063
113	116	Colonial Life, N. J. Industrial	527,524,331
		Group	232,584,550
114	119	Pacific National, Cal. Industrial	527,524,331
		Group	1,669,742
115	108	Berkshire Life Industrial	527,524,331
		Group	232,584,550
116	115	Shenandoah, Va. Industrial	527,524,331
		Group	232,584,550
117	118	Excelsior, Can. Industrial	527,524,331
		Group	232,584,550
118	159	Life of N. A., Pa. Industrial	527,524,331
		Group	232,584,550
119	127	Western Life, Mont. Industrial	527,524,331
		Group	232,584,550
120	132	Southern Farm Bur., Miss. Industrial	527,524,331
		Group	232,584,550
121	123	Guarantee Mut., Neb. Industrial	527,524,331
		Group	232,584,550

er Of Total Life Insurance in Force

Total Insurance In Force \$	Figures in right hand column include industrial and group if written	Total Insurance In Force \$	Figures in right hand column include industrial and group if written
1961 1960		1961 1960	
7,734,840,200	Interstate L. & A., Tenn. 287,774,271	183 182	Lamar Life, Miss. 293,832,462
6,650,884,300	Industrial Group 18,472,825	184 149	Patriot Life, N. Y. 293,460,399
6,550,840,300	Fidelity Union, Tex. 31,915,777		Industrial Group 2,778,778
5,785,592,000	Natl. Old Line, Ark. 3,102,582	185 183	Quaker City, Pa. 269,034,307
5,523,846,100	Columbus Mutual, Ohio 544,856,581		Industrial Group 11,440,000
4,377,870,200	Continental Amer., Del. 11,257,840	186 187	National Reserve, S. D. 1,117,000
4,280,012,300	Philadelphia Life Group 46,483,011	187 192	Postal Life, N. Y. 81,930,562
4,262,219,400	Boston Mutual Industrial 135,079,221	188 185	North Carolina Mutual 137,006,539
4,025,444,200	Security Mut., N. Y. 116,734,200		Industrial Group 8,023,388
3,657,751,000	Atlantic Life, Va. 64,549,618	189 184	Peninsular Life, Fla. 109,095,124
3,222,379,200	Ohio State Group 82,659,215		Credit Life 18,885,974
3,139,335,800	Northeastern Life, N. Y. 455,658,542	190 188	Midland National, S. D. 7,034,053
3,116,873,000	Federal L. & C., Mich. 256,286,886		Group 1,117,000
2,923,341,400	Equitable, D. C. 205,542,350	191 193	Great Amer. Reserve, Tex. 86,053,455
2,495,509,300	Beneficial Life, Utah Group 35,554,265		Pyramid Life, N. C. 223,309,651
2,444,074,800	Teachers Ins. & Ann., N. Y. 50,304,686	192 186	Central National, Neb. 138,599,739
2,413,783,700	Michigan Life Group 416,160,206		Group 2,572,000
1,520,232,200	Indianapolis Life 495,187,218	195 191	Southern L. & H., Ala. 166,378,900
1,433,644,700	United Services, D. C. 483,433,262		Group 2,896,483
1,396,405,100	Farm Bureau, Ia. Group 4,069,000	196 195	Security Mutual, Neb. 72,719,364
1,384,581,600	Savings Bank, N. Y. 56,890,055		Lafayette Life, Ind. 12,483,251
1,272,786,200	Baltimore Life, Md. 165,856,916	198 214	General Fidelity, Va. 170,539,532
1,270,086,400	United L. & A., N. H. 39,567,649		Amalgamated Life, N. Y. 261,521,500
1,240,290,900	National Life, Can. 119,511,506	200 197	Hoosier Farm Bur., Ind. 15,317,602
1,237,521,300	Security Benefit, Kan. 91,620,066		All Amer. Assur., La. 202
1,230,011,200	American Life, Ala. 257,896,911	201 202	Woodmen Acc. & Life, Neb. 203
1,116,812,100	Midland Mutual, Ohio Group 4,000,100		Old Line, Wis. 204
1,060,028,500	American Bankers, Fla. 136,637,101	204 205	College Life, Ind. 205
1,058,079,600	Pacific Fidelity Group 401,707,557		Canadian Provident, Can. 206
1,011,246,300	Durham, N. C. 157,928,192	206 207	Laurentian, Can. 207
1,011,246,300	State Capital, N. C. 4,423,980		Jefferson National, Ind. 208
1,011,246,300	Industrial Group 26,475,750	208 209	Presbyterian Min., Pa. 209
1,011,246,300	Bankers Security, N. Y. 350,716,222		Southern, N. C. 111,177,353
1,011,246,300	Monarch Group 4,505,999	210 211	La Sauvegarde, Canada 82,891,862
1,011,246,300	Farmers New World, Wash. 93,661,440		Home State, Okla. 118,128
1,011,246,300	North American, Ill. 7,274,209	212 213	National Fidelity 213
1,011,246,300	Coastal States, Ga. 53,897,338		Companion Life, N. Y. 214
1,011,246,300	Industrial Group 130,430,513	214 215	Montreal, Can. 215
1,011,246,300	Carolina Life, S. C. 246,191,499		Provident Life, N. D. 216
1,011,246,300	Federal Life, Ill. 55,117,915	216 217	Family Life, Wash. 217
1,011,246,300	Piedmont Southern, Ga. 246,728,296		Amer. Heritage, Fla. 218
1,011,246,300	Group 237,115,236	217 218	Lincoln Income, Ky. 140,966,180
1,011,246,300	Mutual Service, Minn. 365,070,609		Tenn. Life, Tex. 219
1,011,246,300	Group 361,513,992	219 220	Continental, Canada. 220
1,011,246,300	Northern Life, Wash. 45,333,038		Beneficial Standard, Cal. 118,128
1,011,246,300	Standard L. & A., Okla. 179,908,028	222 223	Gov't Employees, D. C. 223
1,011,246,300	Fidelity Bankers, Va. 279,126,988		Great National, Tex. 224
1,011,246,300	American Mutual, Ia. 29,339,900	224 225	Rio Grande National, Tex. 146,797,218
1,011,246,300	Central Standard, Ill. 40,309,709		Mutual Savings, Ala. 134,305,348
1,011,246,300	Industrial Group 778,000	225 226	Service Life, Tex. 473
1,011,246,300	State Life, Ind. 1,544,000		Wisconsin National. 227
1,011,246,300	Alliance Mutual, Can. 96,643,709	227 228	Industrial Group 228
1,011,246,300	Group 722,487		United Fidelity, Tex. 229
1,011,246,300	Amicable Life, Tex. 332,291,812	229 230	Horace Mann Life, Ill. 230
1,011,246,300	Group 6,197,790		Evergreen, Canada. 231
1,011,246,300	Northern Life, Can. 332,000,594	231 232	Gov't Personnel Mut., Tex. 232
1,011,246,300	Midwestern United, Ind. 29,897,908		Equitable, Canada. 233
1,011,246,300	Group 22,535,023	233 234	Lincoln Liberty, Neb. 234
1,011,246,300	Old Security, Mo. 325,127,602		T. Eaton Life, Canada. 235
1,011,246,300	Reliable Life, Mo. 255,958,522	235 236	Globe Life, Ill. 1,436,947
1,011,246,300	Industrial Group 2,973,500		Co-Operative, Canada. 237
1,011,246,300	Home Security, N. C. 105,419,802	237 238	Reserve Life, Tex. 238
1,011,246,300	Group 25,103,345		Farmers & Traders, N. Y. 239
1,011,246,300	Home Life, Pa. 135,797,208	239 240	National Travelers, Ia. 240
1,011,246,300	Industrial Group 4,076,000		Victory Life, Kan. 241
1,011,246,300	Standard Life of South, Miss. 17,419,572	241 242	Ky. Central L. & A. 100,152,411
1,011,246,300	Group 214,859,172		Industrial Group 100,152,411
1,011,246,300	Constitution, Ill. 3,002,203	242 243	All Amer. L. & C., Ill. 180,192,180
1,011,246,300	Industrial Group 176,783,134		Fidelity Life Assn., Ill. 177,416,240
1,011,246,300	Atlas, Okla. 173,046,207	243 244	American Life, Del. 177,019,219
1,011,246,300	Group 160,562,599		Eastern Life, N. Y. 176,397,124
1,011,246,300	World Ins., Neb. 309,287,389	244 245	Mid-States, Fla. 172,930,256
1,011,246,300	Group 21,469,255		Unity Mutual, N. Y. 81,509,611
1,011,246,300	Empire Life, Canada 304,669,028	245 246	Atlanta Life, Ga. 121,118,015
1,011,246,300	Group 248,361,652		Industrial Group 183,150
1,011,246,300	Investors Syndicate, Minn. 301,862,934	246 247	Western National, Tex. 170,812,742
			Industrial Group 168,873,543
			Peoples-Home Life, Ind. 165,454,156
			Union Life, Ark. 164,512,177
			Industrial Group 106,665,313
			Provident L. & C., Tenn. 163,775,741
			Supreme Life, Ill. 163,422,215
			Industrial Group 162,872,417
			American L. & A., Ky. 161,245,427
			Prof. & Business Men's, Tex. 158,979,697
			American Hosp. & Life, Tex. 156,696,668
			Farmers & Bankers, Kan. 91,733,680
			Empire L. & A., Ind. 152,688,212
			Industrial Group 151,547,298
			Standard Life, Ind. 151,398,531
			United Amer., Colo. 147,945,242
			Vulcan L. & A., Ala. 146,845,353
			Industrial Group 50,838,651
			National Home, Mo. 146,724,714
			Golden State Mut., Cal. 146,674,837
			Rockford Life, Ill. 146,158,371
			Industrial Group 91,151,080
			Midwest Life, Neb. 142,730,232
			First Pyramid, Ark. 141,529,154
			Pioneer L. & C., Ala. 140,644,444
			First National, La. 140,580,946
			Industrial Group 119,400,807
			Brotherhood Mutual, Ind. 140,504,499
			Century Life, Tex. 140,504,499
			Northwestern, Wash. 140,504,499

3 Plans Introduced By American United At Sales Convention

Three income protection plans were introduced by American United at its convention at Hollywood, Fla. They were a new major medical plan, an annuity plan with lower rates and higher cash values, and a new Executive Equity Builder policy for split-dollar cases.

The major medical policy provides broader coverages and more liberal benefits. The more competitive annuity plan is designed for shorter duration to retirement. A minimum \$50,000 policy, the new executive Equity Builder program provides first-year cash value.

127 Agents Attend

The week-long meeting was attended by 127 agents and their wives. The agents produced \$89,466,457 of new business during the qualification period from July 1, 1959 to Dec. 31, 1960. Eighteen agents with \$1 million or more production qualified for the President's Club, which held special meetings to discuss tax problems and business insurance.

Highlighting the convention was the theme, "Two Billion Bound." The company now has \$1.7 billion of insurance in force. The "Tall Man," symbol of American United's advertising in the Saturday Evening Post, was featured.

President Clarence A. Jackson and Lawrence Leland, vice-president and agency director, stressed the importance of increased sales and the need for improved service to policyholders.

Other speakers on the program were Robert B. Thompson, manager of training; L. S. Norman, actuary; Dr. John S. Pearson, medical director; Kenneth E. Truax, superintendent of agencies; Sherman M. Jensen, group vice-president; Thomas E. Atkinson, assistant manager of training; Mrs. Gracie W. Bownds, whose husband is manager at Lubbock, Tex., and has been with American United for more than 36 years; Howard L. Nagle, Benton Harbor, Mich.; Leo A. Barnhorst, Indianapolis; Max W. Hittle, manager of agencies; Milton Elrod Jr., independent legal consultant; Rev. James A. Armstrong, Broadway Methodist Church of Indianapolis; Ben Smick, manager at Spokane, Wash.; John T. Coggins, Amarillo, Tex.; and Eber M. Spence, a director.

A panel discussion by the Million Dollar Round Table qualifiers was moderated by R. Neal Sinclair Jr., Indianapolis. Panelists were Joseph D. Wampler, Bloomington, Ind.; Robert O. Barkley Jr. and Frank E. Sullivan, South Bend; and William R. Knutson, Hammond, Ind.

Mr. Sullivan, who is manager at South Bend, received three of the company's highest awards for outstanding sales performance. He led in total volume, premium income and persistency during the 18-month qualification period for the convention.

Other award winners who were recognized were Leo Barnhorst, Indianapolis, largest percent of increase in paid volume; Clell W. Douglass, Muncie, Ind., largest number of lives insured, and Robert W. Graebner, Bay City, Mich., highest health insurance production.

Insurance in force of International Opportunity Life of Denver amounted to \$11.2 million at the end of February, an increase of \$1.6 million since the first of the year.

CONN. AGENTS HEAR:

How Business Life Sales Can Double, Quintuple Volume

NEW HAVEN—"The man writing business life insurance can do two to five times as much business as he could if he concentrated on personal insurance alone," said Aaron Goldstein, Metropolitan Life, Boston, in his talk at the annual sales congress of Connecticut Life Underwriters Assn. at Yale University. More than 800 Connecticut life agents attended the congress.

Mr. Goldstein forecast a bright future for the agent who is "daring enough" to tackle business life insurance.

"Most people," he said, "advise the agent not to play in the field of business insurance unless he's an expert, and with very little reluctance, most agents relinquish this field."

Mr. Goldstein reported he had been specializing in business insurance for more than 30 years because that's where the money is. As substantiation, he quoted the bureau of economic and business research of the University of Illinois, which points out that three out of every five American businesses have no business insurance of any type and of these, 40% have never heard of business life insurance.

Sell To Small Company

Business insurance can and should be sold to the small company and the professional man, as well as the large company, Mr. Goldstein said. According to the U. S. Department of Commerce, of the four million businesses in the U. S., seven-eighths employ less than eight persons and three-fourths employ three persons or less. Consequently, he said, business in the U. S. is 87% small business.

"With such an opportunity awaiting us, there should be no fear that this field will soon be exhausted. In fact, we can see the crying need among business organizations for the financial assistance that only business life insurance can offer."

He predicted that in the coming years, business life insurance will become almost universally accepted.

Bernard H. Zais, Connecticut Mutual Life, Burlington, Vt., outlined how he writes more than \$2 million a year in his small hometown. He reminded his listeners that they should lead their prospects to think not of the amount of life insurance they should own, but of the amount of premium to which they should be committed.

Frank S. Sottile, Sun Life of Canada, Hartford, stressed that if an agent has the right mental attitude and believes wholeheartedly in the product he's offering, he can't possibly fail to make the sale.

Philip S. Sirianni, Connecticut General, Los Angeles, spoke on "Our Responsibility to the Future Is Now," and William T. Earls, Mutual Benefit Life, Cincinnati, chose the Greek "Knothe Se Auton—Know Thyself First" as his topic.

At the meeting, the Krick memorial scholarship award was presented to George E. Tillinghast, a student of the business administration school at the University of Connecticut, and, although unable to attend the congress, Griffin M. Lovelace, a former vice-president of New York Life, was awarded life membership in the Connecticut association for his "outstanding and immeasurable contribution to the life insurance industry."

1961	Figures in right hand column include industrial and group if written	Total Insurance In Force
272	Pioneer American, Tex.	137,706,106
273	South Coast, Tex.	**137,347,438
274	La Solidarite, Canada	**136,583,251
275	Family Fund, Ga.	136,128,859
	Industrial	118,340,300
276	Stuyvesant Life, Pa.	**133,110,246
277	Wisconsin Life	**132,815,026
278	Mutuelle-Vie Del U.C.C., Can.	**131,958,260
279	National Public Serv., Wash.	**129,793,911
280	Guaranty Savings, Ala.	129,131,794
	Industrial	20,511,436
281	Farm Family, N. Y.	**128,519,933
282	National Burial, Tenn.	**128,496,973
283	Lifeco of Amer., Wash.	**126,506,448
284	Empire State Mut., N. Y.	**126,384,832
	Industrial	1,652,042
285	National American, La.	125,893,366
286	California Life	**125,644,116
	Industrial	63,077
287	Resolute Credit, Conn.	**124,757,557
288	League Life, Mich.	**120,955,036
289	North Central, Minn.	**120,131,406
290	American Founders, Tex.	**119,557,888
291	Union Life, Va.	**119,147,805
	Industrial	87,715,280
292	Palmetto State, S. C.	**118,392,526
	Industrial	62,332,752
293	Aeterna Life Mut Assur., Can.	**117,968,146
	Industrial	6,924,425
294	Kentucky Home Mutual	**117,338,731
295	Commonwealth L. & A., Mo.	**116,747,214
	Industrial	112,305,901
296	Sentry Life, Wis.	**116,649,160
297	Universal, Tenn.	116,220,219
	Industrial	92,232,650
298	Bankers H. & L., Ga.	**116,180,886
	Industrial	77,658,031
299	Mid-Continent Life, Okla.	**116,168,766
300	Home Owners, Fla.	**114,910,157
301	Western States, N. D.	**114,751,606
302	Life of Alabama	**112,920,102
	Industrial	3,730,400
303	Dominion of Canada Gen.	**112,658,322
304	Chicago Metro. Mut., Ill.	112,551,062
	Industrial	95,991,477
305	Pioneer Mut., N. D.	112,067,230
306	Farm Bureau, Mich.	**109,732,558
307	Caisse National d'Economie	**109,690,072
308	Praetorian Mutual	**108,189,032
309	American Investment, Tex.	**107,766,826
310	Commercial & Industrial, Tex.	**107,346,527
311	Girardian, Texas	**107,023,379
312	National Farmers Union, Colo.	**105,344,763
313	Columbian Mut., N. Y.	**104,855,514
	Industrial	78,130,981
314	Western Farm Bur., Colo.	**104,752,646
315	Girard Life, Tex.	**103,561,020
316	Kansas Farm Life, Kan.	**103,200,602
317	Amalgamated Labor, Ill.	**103,079,493
318	Commercial, Canada	**102,583,805
319	United American, Ga.	**100,639,932
320	Canadian Premier	**100,632,357
321	Olympic National, Wash.	**100,171,448
322	Hawaiian Life, Hawaii	**98,010,414
323	Texas Life	**96,210,536
324	Citizens Life, N. Y.	**95,012,069
325	Universal L. & A., Tex.	**94,522,130
	Industrial	76,124,473
326	Guaranty Life, Tex.	**94,064,476
327	Key Life, Mo.	**93,279,089
328	Life Assur. Co. of Pa.	**93,239,549
329	American Investors, Tex.	**92,680,431
330	Bankers Service, Okla.	**91,168,888
331	Cal-Farm Life, Cal.	**90,505,775
332	Federated Life, Minn.	**89,619,816
333	Pierce Ins., Cal.	**88,839,142
	Industrial	1,670,059
334	Illinois Mid-Continent	88,707,963
335	Ministers L. & C., Minn.	**86,250,446
336	Industrial Life, Tex.	**85,629,158
337	Continental Amer., Tex.	**85,322,120
	Industrial	12,582,888
338	State Reserve, Tex.	**82,644,981
339	Mammoth L. & A., Ky.	82,477,045
	Industrial	60,696,276
340	First United, Ind.	**82,076,304
341	Fidelity Life, Assur. Co. Can.	**81,005,842
342	Security-Connecticut	**80,782,268
343	Gibraltar Life, Tex.	**80,606,461
344	Kennesaw L. & A., Ga.	**80,016,849
345	Loyal Protective, Mass.	**78,945,599
346	United Pacific, Wash.	**78,721,247
347	Prof. & Bus. Men's, Colo.	**77,476,799
348	Maritime Life, Can.	**76,792,046
349	Southern States, Tex.	**76,737,729
350	Continental Ser. L. & H., La.	**76,247,018
351	Allied Security, S. C.	**75,961,525
	Industrial	19,166,147
352	Life of Kentucky	**74,283,644
353	Commercial, Ariz.	**74,194,256
354	National Educators, Tex.	**73,787,111
355	National Security, Ala.	**73,217,528
	Industrial	23,196,288
356	Equity Life, Ala.	**73,080,886
357	Continental L. & A., Ida.	**72,990,901
	Industrial	159,677
358	Puritan Life, R. I.	**72,569,417
359	Georgia International	**72,035,155
360	Insurance City, Conn.	**71,768,890
361	Inter-Ocean, Ohio	**70,766,812
	Industrial	33,259,786
362	Rocky Mountain, N. M.	70,756,225
	Industrial	759,750
363	Surety Life, Utah	**70,528,630
364	American Trust, Tex.	**70,315,280
365	Bankers Mut., Ill.	**69,225,809
366	National L. S. C., Ariz.	**68,185,255
367	Empl. Mut. Ben. Assn., Minn.	**68,406,150
368	Gulf State, Ala.	**68,295,837
	Industrial	43,857,755
369	Rushmore Mutual, S. D.	**68,146,399
370	Cherokee Credit, Ga.	**68,035,238
371	Postal L. & C., Mo.	**68,015,498
372	Home Mutual, Md.	**67,775,067
	Industrial	33,909,185
373	Plymouth Mut. Life, Pa.	**67,722,778
374	Maryland Life, Md.	**67,572,100
375	Rural Security, Wis.	**67,456,191
376	Texas Reserve, Pa.	**67,419,360
377	Valley Forge, Pa.	**67,371,404
378	Pyramid, Kan.	**67,418,871
379	Nebraska National	**67,182,329
380	Great Lakes Mut., Mich.	**66,898,960
	Industrial	45,019,049
381	Lincoln Mutual, Neb.	66,852,105
382	Producers Life, Ariz.	**66,814,553

1961	Figures in right hand column include industrial and group if written	Total Insurance In Force
383	Bankers Union, Colo.	66,447,447
384	Philadelphia-United	66,160,000
	Industrial	49,706,463
385	Detroit Mutual	61,929,606
	Industrial	65,936,000
386	United Home Life, Ind.	63,835,072
387	Provident Assur., Can.	165,387,000
	Industrial	**90,851
388	Richmond Life, Va.	**84,324,902
389	National Standard, Fla.	63,869,700
	Industrial	41,763,282
390	Cent. States H. & L., Neb.	**63,700,000
391	Merit Life, Ind.	62,757,400
392	International Serv., Tex.	**62,558,000
393	Calhoun Life, S. C.	**62,504,417
	Industrial	14,201,838
394	Old Dominion, Va.	**62,279,473
	Industrial	40,985,638
395	Great Commonwealth, Tex.	62,078,132
396	Savings Bank, Conn.	**61,594,900
397	Progressive, N. J.	**61,553,710
	Industrial	52,684,367
398	Guaranty Income, La.	61,551,400
399	Independence Life, Cal.	**61,406,000
400	Western Security, Okla.	**61,206,000
401	Mid-American, Tex.	160,687,000
402	Intercoast Mut., Cal.	**60,551,211
403	United Founders, Okla.	**60,538,000
404	Tennessee Valley, Tenn.	**60,179,871
405	University National Life, Okla.	**60,000,000
406	Coastal Plain, N. C.	**59,742,000
	Industrial	20,595,086
407	National Western, Colo.	59,428,000
408	Time Life, Texas	59,310,211
409	Amer. Life, N. Y.	**59,193,728
410	Natl. Bankers, Tex.	**58,707,500
411	American Income, Ind.	**58,648,000
412	Great Northwest, Wash.	**58,225,770
413	International Fid., Tex.	**58,116,811
414	American Family, Wis.	57,717,000
415	Old West, Idaho	57,361,000
416	Toronto Mut., Can.	57,153,300
	Industrial	21,919,740
417	Southern Equitable, Ark.	57,113,770
418	Zurich, Ill.	**56,678,815
419	Public Life, Mo.	**56,646,412
420	Amer. Found. Pioneer West, Ark.	**56,430,240
421	Industrial Life, La.	56,414,802
	Industrial	46,868,951
422	Old American, Mo.	**55,857,800
	Industrial	318,760
423	Mutuelle Des Employes, Can.	**55,563,700
424	Mercury Life, Mo.	55,490,160
425	Cotton States L. & H., Ga.	**55,415,500
426	Forest Lawn, Cal.	**55,063,141
427	Central Plains, Kan.	**55,000,000
428	Pilgrim H. & L., Ga.	54,897,291
	Industrial	38,715,154
429	Consumers Life, Mo.	**54,583,720
430	Farm & Home Life, Ariz.	54,577,240
431	Homesteaders Life, Ia.	**54,422,400
	Industrial	5,081,532
432	La Survivance, Can.	**54,389,746
433	Life of Alberta, Can.	**54,334,238
434	Atlantic Coast, S. C.	53,706,800
	Industrial	50,738,788
435	Provident Indem., Pa.	**53,675,000
	Industrial	16,566,744
436	American Empire, Tex.	**53,585,776
437	Continental, Tex.	**53,487,241
438	Booker T. Washington, Ala.	53,286,735
	Industrial	47,719,118
439	Ranchers Life, Tex.	**53,219,950
440	American Home, Kan.	53,210,902
441	Global Life, Can.	**53,005,666
442	Afro-American, Fla.	52,941,097
	Industrial	41,672,767
443	Mercantile Security, Tex.	**52,548,223
444	State Mutual, Ga.	**51,826,434
	Industrial	13,274,655
445	Security Life, Ga.	44,430,655
	Industrial	44,430,655
446	National Investors, Ark.	**51,559,402
447	Carolina Central Life, N. C.	**51,050,542
448	Globe Life & Acc., Okla.	**50,823,530
449	Cherokee Life, Tenn.	**50,679,089
	Industrial	41,202,978
450	Sunset Life, Wash.	50,665,017
451	Union Trust Life, Minn.	**50,444,220
452	Eureka Life, Tex.	**50,295,020
453	Jackson Life, Ark.	**50,166,450
454	Loyal American, Ala.	**50,105,968
455	United Public, Del.	**49,743,981
456	First Federated, Md.	**49,356,336
457	Northern Founders, N. D.	**49,245,594
458	National Farm, Tex.	**49,146,554
459	Citadel Life, S. C.	**49,025,800
460	Natl. Investors, La.	**48,915,898
461	Independence L. & A., Ky.	48,894,827
	Industrial	4,334,423
462	United Security, Ia.	**48,320,087
463	Southern Provident, Tex.	48,005,240
464	Trans-American, Tex.	**47,836,872
465	Southern United, Ala.	46,986,760
	Industrial	135,763,296
466	Seaboard Life, Fla.	**46,836,192
467	Ben Hur Life, Ind.	46,786,101
468	Foundation Life, Ga.	46,753,680
469	Farm Bureau, Mo.	**46,534,245
470	Superior Life, Pa.	**46,020,031
471	Amer. Guaranty, N. C.	**46,013,025
472	Washington Life, La.	**45,975,639
473	Union Security, Ga.	**45,878,886
474	American Republic, Ia.	**45,563,728
475	Automotive, La.	45,157,886
	Industrial	33,100,719
476	Public Savings, S. C.	45,069,888
	Industrial	38,753,090
477	State Life of Ill.	44,686,012
478	Washington Independent, Ark.	44,313,323
479	Investors Security, Ill.	44,247,000
480	Central Amer., Tex.	**44,246,884
481	Universal Amer. Life, Ga.	**43,784,567
	Industrial	231,005
482	Harrison Natl. Life, Ind.	43,764,354
483	Associates Life, Ind.	**43,740,486
484	Austin Life, Tex.	**43,734,514
485	Guardian Unds., Tex.	43,508,383
486	Church Life, N. Y.	**43,324,600
487	Federated Security, Utah	**42,932,151
488	Ins. Co. of Oregon	**42,925,207
489	Charlotte Liberty Mut., N. C.	42,822,546
	Industrial	42,542,546
490	General Life, Wis.	**42,725,001
491	Magnolia Life, La.	42,665,913
	Industrial	38,394,005

Total Insurance In Force	Figures in right hand column include industrial and group if written	Total Insurance In Force
66,447,400	Amer. States, Ind.	42,370,278
66,100,000	Country Mut., Utah	42,312,745
65,936,000	First National, Ariz.	42,014,830
65,835,000	Western Life, Can.	42,005,121
65,387,000	Association Ins., Wis.	41,813,600
65,335,000	Treasure State, Mont.	41,755,741
65,335,000	Legal Reserve Life, Cal.	41,217,755
65,335,000	Southeastern Life, Miss.	41,142,084
65,335,000	Consolidated Genl., Tex.	40,746,615
65,335,000	American Frontier, Tenn.	40,516,629
65,335,000	State National, La.	39,804,466
65,335,000	Guaranty Life, Fla.	39,799,843
65,335,000	National Ins., N. D.	39,700,443
65,335,000	American Fidelity, Fla.	39,519,673
65,335,000	Carolina Home, N. C.	39,312,478
65,335,000	Interstate Life, N. J.	39,205,375
65,335,000	Southern Natl., Ark.	38,322,353
65,335,000	Industrial	32,321,560
65,335,000	Conger Life, Fla.	32,718,463
65,335,000	Colorado Credit	37,773,338
65,335,000	Grange Mutual, Idaho	37,759,696
65,335,000	Peoples Protective, Tenn.	37,472,474
65,335,000	Industrial	17,637,628
65,335,000	New South Life, S. C.	37,350,500
65,335,000	Old National, Tex.	37,333,648
65,335,000	Kanawha Ins. Co., S. C.	37,233,713
65,335,000	Southland Security, Ark.	36,857,933
65,335,000	Life Companies Int., Va.	36,822,608
65,335,000	Service Ins. of Ala.	36,480,840
65,335,000	Acme Life, La.	36,298,370
65,335,000	Industrial	33,024,994
65,335,000	Union Reserve, N. D.	36,186,999
65,335,000	Union Life, Can.	35,906,403
65,335,000	Victory Mutual, Ill.	35,346,451
65,335,000	Industrial	496
65,335,000	American Liberty, Miss.	35,324,716
65,335,000	Continental Fidelity, Ariz.	35,271,186
65,335,000	Reliance Mutual, Ill.	35,213,587
65,335,000	Industrial	44,214
65,335,000	Employers Life, Del.	34,814,806
65,335,000	Educators Ins., Cal.	34,220,394
65,335,000	Life of North Carolina	33,971,670
65,335,000	Detroit Metro, Mich.	133,885,000
65,335,000	Industrial	130,259,000
65,335,000	Citizens L. & C., Cal.	33,821,538
65,335,000	Southern Natl., La.	33,818,678
65,335,000	Industrial	28,948,025
65,335,000	Western Republic Life, Tex.	33,686,996
65,335,000	Delta Life, La.	33,686,957
65,335,000	Industrial	31,099,969
65,335,000	First Continental L. & A., Tex.	33,629,566
65,335,000	Transport Life, Tex.	33,622,879
65,335,000	Philanthropic Mut., Pa.	33,480,278
65,335,000	Guarantee Res., Ind.	33,098,105
65,335,000	Industrial	640,075
65,335,000	Citizens Home, Va.	32,936,584
65,335,000	Great Southwest, Tex.	32,729,064
65,335,000	MFA Life, Mo.	32,712,447
65,335,000	Life Protection, Tex.	32,507,045
65,335,000	Columbian Mut., Tenn.	32,430,568
65,335,000	Grand Pacific, Hawaii	32,399,433
65,335,000	Reliance Natl. Life, Utah	32,001,507
65,335,000	Natl. Investors, Okla.	31,680,973
65,335,000	Fireside Commercial, La.	31,628,690
65,335,000	United Mutual, N. Y.	31,623,704
65,335,000	Industrial	12,922,406
65,335,000	First American, Tex.	31,417,453
65,335,000	Investors Life, Ia.	31,173,880
65,335,000	Consumers National, Ind.	31,121,902
65,335,000	Central State, La.	31,105,196
65,335,000	Industrial	26,123,895
65,335,000	Universal L. & A., Okla.	31,088,016
65,335,000	Great Fidelity, Ind.	30,820,120
65,335,000	Georgia Life & Health	30,349,782
65,335,000	Industrial	1,021,857
65,335,000	Lee National, La.	30,323,652
65,335,000	Family Security, Tex.	30,309,764
65,335,000	Industrial	26,261,876
65,335,000	Amer. Penn Life, Pa.	30,278,133
65,335,000	Consumers Life, Md.	30,211,886
65,335,000	Ideal National, Utah	30,013,715
65,335,000	Industrial	3,504,407
65,335,000	Citizens Standard, Texas	29,682,922
65,335,000	George Washington, W. Va.	29,661,315
65,335,000	First Colony, Va.	29,282,101
65,335,000	Gotham Life, N. Y.	29,214,601
65,335,000	Empire Life, Ark.	29,189,250
65,335,000	Tidelands Life, La.	29,173,331
65,335,000	Time Ins., Wis.	28,691,590
65,335,000	Southwest Reserve, Tex.	28,558,631
65,335,000	Domestic L. & A., Ky.	28,547,244
65,335,000	Industrial	24,083,870
65,335,000	Commerce Ins., Ill.	28,516,409
65,335,000	Industrial	4,875,090
65,335,000	Golden Eagle, N. Y.	27,778,055
65,335,000	Suwannee Life, Fla.	27,618,310
65,335,000	Transwestern, Nev.	27,532,965
65,335,000	Greater Mississippi Life	27,518,105
65,335,000	Industrial	14,113,591
65,335,000	First Natl. Life of Amer., Mo.	27,188,500
65,335,000	Audubon Life, La.	27,159,240
65,335,000	Amer. Republic Life, Miss.	27,089,468
65,335,000	Florida-Georgia International	26,938,418
65,335,000	Christian Mut., N. H.	26,810,403
65,335,000	Amer. Bankers, Tex.	26,719,931
65,335,000	North American Equitable, Md.	26,689,116
65,335,000	Industrial	12,444,589
65,335,000	Charter National Life, Mo.	26,687,473
65,335,000	Union Bankers, Tex.	26,540,116
65,335,000	Pilgrim Life, Ind.	26,497,301
65,335,000	Twentieth Century, N. C.	26,441,472
65,335,000	American Life & Cas., N. D.	26,420,794
65,335,000	Wabash Life, Ind.	26,378,338
65,335,000	Self Help Mut., Ill.	26,306,746
65,335,000	Universal Guaranty, Texas	26,248,064
65,335,000	Federal Old Line, Wash.	25,784,321
65,335,000	Industrial	25,941
65,335,000	Manhattan Mutual, Kan.	25,372,087
65,335,000	Great American, Kan.	25,298,987
65,335,000	Lincoln American, Tenn.	25,016,464
65,335,000	Natl. Life of Amer., S. D.	24,751,159
65,335,000	Citizens Natl., Ind.	24,692,535
65,335,000	American Home, S. C.	24,631,948
65,335,000	Atlantic Southern, P. R.	24,597,458
65,335,000	Industrial	22,618,558
65,335,000	Sooner Life, Okla.	24,317,595
65,335,000	United Security, Ala.	24,274,261
65,335,000	Industrial	12,045,597
65,335,000	Protective Life, Ill.	24,128,554
65,335,000	Old Faithful, Wyo.	24,117,045
65,335,000	Rabenhurst Ind. Life, La.	24,059,402
65,335,000	Central Life, Fla.	23,956,459
65,335,000	Industrial	20,050,687
65,335,000	United Security, La.	23,942,013
65,335,000	Cornbelt Life, Ill.	23,935,726
65,335,000	Cotton States, Ala.	23,836,466

Total Insurance In Force	Figures in right hand column include industrial and group if written	Total Insurance In Force
606	Group Health Mut., Minn.	23,761,718
607	Industrial Life, Pa.	23,759,319
608	Industrial	20,708,214
609	Western General, Tex.	23,631,157
610	Western Life, Mo.	23,533,367
611	Western Bankers, Utah	23,505,413
612	Columbia General, Tex.	23,397,256
613	Capital Reserve Life, Mo.	23,311,147
614	American Guaranty, Ore.	23,304,341
615	Sturdivant Life, N. C.	23,105,748
616	Investors Ins., Ore.	23,049,149
617	Amer. Capitol, Tex.	23,024,087
618	Gulf Union, La.	22,975,617
619	Sam Houston, Tex.	22,880,115
620	Textile Gen., S. C.	22,710,214
621	Industrial	17,102,037
622	Great Lakes, Ill.	22,525,196
623	Unity Life, Tenn.	22,371,304
624	Interstate Life, Tex.	22,369,110
625	New Mexico Life, N. M.	22,316,186
626	Emergency Aid, Ala.	22,123,568
627	Industrial	121,284,536
628	Home Security, Okla.	22,119,884
629	American Founders, Colo.	22,058,368
630	Pilgrim Natl., Ill.	22,045,020
631	Industrial	1,495,058
632	Employers Life, Ala.	22,019,350
633	Industrial	32,550
634	National Union Life, Ala.	22,006,758
635	Brookings Intl. L. & C., S. D.	21,902,676
636	Continental Equity, La.	21,239,893
637	Atlantic Natl., Ala.	21,231,413
638	Great States, Ill.	21,161,543
639	Industrial	256,250
640	Great Plains, Tex.	21,117,949
641	Trans-Texas Life	21,113,008
642	International Life, Tex.	20,834,406
643	Industrial	256,928
644	Farm & Home, Ind.	20,727,239
645	Central States, Tex.	20,419,642
646	Standard Security, N. Y.	20,417,881
647	Southern Life & Sur., Miss.	20,350,483
648	Capitol Co-Operative, Colo.	20,208,896
649	Industrial	18,499,293
650	Home Protective, S. C.	20,195,484
651	Arnett-Benson Life, Tex.	20,088,098
652	American Equity, S. C.	20,068,001
653	Bankers Trust, Ariz.	20,036,360
654	National Executive Life, Ga.	20,026,241
655	New Amer. Life, Mont.	20,010,789
656	Standard, La.	19,745,562
657	Industrial	17,818,878
658	Life Underwriters, La.	19,701,485
659	Kilpatrick Life, La.	19,627,844
660	State Natl., Mo.	19,401,611
661	Investors Natl., Ind.	19,192,851
662	General Services, D. C.	19,124,771
663	Fed-Mart Life, Tex.	19,100,595
664	Peoples Life, La.	18,989,961
665	Industrial	18,678,389
666	Main Life, Ohio	18,960,096
667	Maine Fidelity	18,924,529
668	State Life, S. C.	18,891,470
669	Allied Bkrs., Tex.	18,843,620
670	Family Life, Can.	18,745,224
671	Professional Ind. Corp., Fla.	18,716,313
672	Jacob Schoen & Son, La.	18,707,000
673	Chesapeake Life, Md.	18,374,319
674	Alabama Natl. Life	18,336,373
675	Southern National, Tex.	18,309,131
676	Howard Life, Colo.	18,165,644
677	Thurston National, Okla.	18,114,065
678	Southern Christian, Okla.	18,055,266
679	Western Reserve, Colo.	17,951,979
680	South Atlantic, Fla.	17,894,062
681	Savings Life, Ala.	17,852,435
682	Standard Union, Ala.	17,725,739
683	Sovereign States, Tenn.	17,635,418
684	Bankers Fidelity, Ga.	17,606,817
685	Admiral Life, Minn.	17,539,705
686	Lincoln Mut. L. & C., N. D.	17,484,812
687	National A. & H., Pa.	17,451,064
688	Industrial	15,932,205
689	Mothe Life, La.	17,398,339
690	Investment Life & Trust, S. C.	17,272,338
691	West Virginia Life	17,244,664
692	Liberty L. & A., Mich.	17,112,843
693	Fidelity Standard, La.	17,092,602
694	Atlas Life, La.	16,842,802
695	Industrial	115,321,172
696	First Security, Tex.	16,800,726
697	Christian Foundation, Ark.	16,724,643
698	East Coast Life, S. C.	16,679,020
699	Hamilton Life, N. Y.	16,622,838
700	Great Northern, Ind.	16,344,349
701	American Buyers Ins., Ariz.	16,314,233
702	Cross Country, Tex.	16,305,376
703	Amer. Cas. & Life, Tex.	16,099,370
704	Southern Aid Life, Va.	16,024,489
705	Industrial	11,931,032
706	Petroleum Life, Texas	15,978,453
707	North Amer. Assur., Va.	15,944,386
708	Industrial	4,860,369
709	Augwood L. & A., S. C.	15,934,668
710	Bank Credit Life, Ark.	15,861,573
711	Commercial Standard, Tex.	15,858,038
712	American L. & A., Mo.	15,674,662
713	Industrial	2,555,362
714	Virginia Mut. Benefit	15,850,738
715	Industrial	12,328,236
716	American Federal, Ala.	15,598,652
717	Industrial	1,414,324
718	Appalachian Life, W. Va.	15,575,461
719	Industrial	13,524,156
720	Houston-American, Tex.	15,524,409
721	Illinois Mut. Life & Cas.	15,515,677
722	Perpetual Security, Idaho	15,439,801
723	Southern Security, S. C.	15,375,107
724	Industrial	10,408,510
725	Security L. & A., Ala.	15,366,042
726	Industrial	14,845,261
727	Union Du Commerce, Can.	15,342,217
728	Western Reserve, Ohio	15,303,856
729	First Life, Tex.	15,185,647
730	Provident Security, Ariz.	15,174,199
731	Lone Star, Tex.	15,103,120
732	Production Natl., Tex.	15,065,503
733	Protective Life, Mo.	15,049,170

Medical Plan For Conn. Seniors Moves Along


The Connecticut senate has approved a measure backed by insurers based in the state to provide major medical coverage for senior citizens. Legislative permission is necessary to give state sanction to the plan which involves joint action by the companies.

Company committees, in anticipation of approval by the Connecticut house and then by the governor, are now at work on details of the program.

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5	5	Woodmen of the World, Neb.	659,154,513
6	4	Modern Woodmen of America	654,275,980
7	7	The Maccabees	520,463,477
8	8	Royal Neighbors of America	451,151,789
9	10	Societe des Artisans, Can.	276,682,928
10	9	Polish National Alliance	274,708,093
11	11	Catholic Order, Foresters	239,214,007
12	13	Woodmen Circle	131,027,292
13	12	Women's Benefit Assn., Mich.	129,293,951
14	14	Brotherhood R. R. Trainmen	126,536,766
15	16	Societe L'Assomption, Can.	115,578,065
16	15	Polish Roman Cath. Union	107,917,034
17	19	Catholic Knights, Wis.	101,291,950
18	17	Natl. Mutual Ben., Wis.	99,957,506
19	18	First Catholic Slovak Union	99,939,077
20	21	First Catholic Slovak Ladies Union	89,971,277
21	20	Croatian Frat. Union, Pa.	89,260,000
22	22	Wm. Penn. Frat. Assn.	86,974,996
23	23	Degree of Honor Prot. Assn.	82,210,789
24	24	Union du Canada	76,795,493
25	25	Protected Home Circle	71,372,529
26	26	Women's Cath. Ord., Foresters	69,838,951
27	27	Ladies Cath. Benev. Assn.	65,359,587

Total Ordinary, Industrial, Group In Force Of 713 Life Companies

	Jan. 1, 1960	Jan. 1, 1961
Total Ordinary	\$365,720,395,145	\$402,888,455,717
Total Industrial	41,863,508,123	40,675,899,750
Total Group	207,166,356,411	222,785,119,736
Total All Classes	\$614,750,259,679	\$666,349,475,203

28	29	Equitable Res. Assn., Wis.	62,467,874
29	30	Canadian Ord., Foresters	62,401,571
30	28	Western Bohemian Frat. Assn.	61,428,536
31	31	L'Union St. Jean-Baptiste	60,545,084
32	34	Sons of Hermann, Texas	59,708,733
33	32	Ukrainian Natl. Assn.	59,325,491
34	33	Gleaner Life Ins. Soc.	58,724,378
35	35	Catholic Family Life, Wis.	56,190,725

surgical expenses for insured patients and their families.

Cooperation by all companies to provide better health insurance coverage that will fill all needs for all ages is imperative, said Darrell D. Eichhoff, 3rd vice-president of Metropolitan Life. The health insurance industry has gone on record as being able to take care of its obligations, and these obligations must now, in all their urgency, be transmitted to the field force. If agents believe—rightly or wrongly—that the home office is slow or hesitant or unreasonable in issuing policies or that claims are not fairly and promptly processed, then the industry will be fighting a losing battle in this direction, he said.

Blending Health Insurance

Blending health insurance into the activities of life agents has worked well for Northwestern National Life, said Dan D. McLaughlin, vice-president, and agency director, but if the company were doing it over again it would do a few things differently. For one, it would make things less complicated. The company approached the problem on a programing procedure but is now focusing on simple package sales with better results.

Another change is that the company would suggest health insurance as the approach on some occasions instead of always using it as the secondary sale. Also, while the company gave credit for health insurance toward many of its clubs and toward conventions, it now would translate health insurance premium dollars into the type of production credit the life agents are used to.

Health insurance should not be used as a tool to lead to larger life sales, said Roy E. Williams, assistant super-

LIAMA Spring A&S Conference Draws 250 To The Windy City

(CONTINUED FROM PAGE 1)

ident in charge of agencies Occidental of California; W. Sheffield Owen, business development vice-president Life of Georgia, and Charles E. Sherer,



Rex H. Anderson



Earl Clark

vice-president and director of agencies Midland Mutual Life.

Burkett W. Huey, managing director of LIAMA, said a company's fundamental philosophy and objectives regarding health insurance are vitally related to its successful operation of a health insurance program.

"If we accept and practice these beliefs, not just as a formula for mak-

ing money, but as a fundamental attitude, then this is the best possible antidote for the Forand bill or any government invasion, the best possible climate for executing company plans," said Mr. Huey. "It will provide the best service rendered to our policyholders."

The agent who is only moderately successful is usually one with a limited understanding or belief in his product, said the speaker. Health insurance means less to him, whereas the more successful agent is almost always known for his broad understanding of the needs and creative uses of health insurance.

"It is our responsibility," he said, "to help our home office associates accept and adopt a positive attitude toward health insurance, to see that our field management force adopts and accepts a positive attitude, to integrate the health and life concept, to train and supervise our field organization, to adopt a superior product in the light of needs, social obligations and market demands, to merchandise at-

tractively to our field organization, to provide attractive and effective merchandise tools and to follow through on all of these things we do."

Robert R. Neal, general manager of Health Insurance Assn. of America, said that "we must recognize that the social and political situation today has created a challenge for all groups in the health care field. We are challenged to serve and assist the public so well that no persuasive argument can be made for having the government take over the job. I am positive that we have the means to meet the challenge and that we can meet it."

Speaking of the work of Health Insurance Council, Mr. Neal urged any of listeners who are invited to become members of HIC committees in their states to agree to serve. By working in the state programs, members can help develop a better understanding of insurance methods and objectives by the health care professions. Also, this activity may have the desired result of more effective and satisfactory financing of hospital, medical and

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Editorial Comment

A Good Omen For Agents' Rights

The New York court of appeals has said the final word in the Arden-Freydberg case, which is that in the specific circumstances involved, the agent who worked up an elaborate business insurance presentation only to lose it to an employee of the client who got himself licensed for the occasion could not collect damages.

The 4 to 3 vote is frustrating, because the difference of just one vote would have turned defeat to victory. But it's also highly encouraging. The closeness of the vote is a clear warning to other prospects and clients who may be tempted to deprive an agent of a case after he's taken a lot of time and trouble on the assumption that he will be the one to write the case if anybody does.

Also encouraging to agents who may become involved in similar situations are the opinions of the majority and the minority. The majority did not rule against the agent on principle. It merely held that there was not a sufficient basis to establish that an oral contract actually existed. There was also, in the court's opinion, a matter of timing. The court says that the agent's belief that the client would buy from him may have been warranted, but it was still purely subjective and fell short of establishing a cause of action, and it was not until after the plan had been devised and submitted that any assurances were given that the policies would be bought through him. Such assurances, though in the nature of promises, came too late to benefit the plaintiff, for he had already performed what he undertook to do, the majority opinion states. The agent's past performance, although rendered upon request, afforded no consideration for the belated oral promises, according to the court majority.

Thus it appears that a more definite understanding between agent and client before the work was done, even though the understanding were only oral, would have resulted in a 7 to 0 decision in favor of the agent. The lesson from the majority opinion is clear: An agent who wants to protect himself from doing a lot of work and

then having the case yanked out from under him should have an advance understanding, preferably in writing, that he will write the business if anyone does. Many agents, of course, will still prefer to take a chance on the good faith of their clients rather than risk putting the chill on a sale by pinning people down too specifically, but they should know they are doing it at their peril.

The minority opinion is particularly encouraging to agents who may face the kind of situation that Mr. Arden did. The minority holds that the record clearly discloses at least the creation of a unilateral contract, that is, a promise for an act, which became absolutely binding upon final acceptance by the defendants. In any event, the minority believes, the evidence falls clearly within the rule expressed in *Marshall vs Elliott* by the New York court of appeals: "Apart from the statutes validating past consideration for a written promise expressed in writing . . . where an act is done by one person upon the express or implied request of another, under such circumstances that the law implies a promise to pay therefor, and a promise is made after the rendition of such a service, the promise is generally held to be valid, being supported by what is often called 'a past or executed consideration.'"

The minority opinion points out that a contract may be implied from the facts and circumstances of a transaction, and the intention of the parties ascertained from their conduct as well as their expression. (*Wells vs Marn*, 45 N.Y. 327.) Quoting from *Grossman vs Schenker*, N. Y. 466, 469, the minority contends that the implication of the parties' deportment and declarations may be just as vital as the written or oral word itself.

The minority opinion quotes one of the defendants, Richard Freyberg, as having said to the plaintiff, "We are going to retain a man who is not an insurance man, who will not sell life insurance. I think your plan is good but if he doesn't think your plan is good and convinces us that your plan is

no good, we are buying the insurance from you, so don't worry about it." After that Mr. Arden's plan was bought without change or modification, but he was informed that although his plan was accepted he would not write the business. He was offered instead a comparatively small fee. The consultant apparently advised, and the defendants adopted the recommendation, that the defendants' corporation controller be made an insurance agent and that the policies be obtained through him.

Under these circumstances the three minority judges not only found no difficulty but rather found it quite equitable to at least imply a promise that the insurance would be obtained through Mr. Arden. They feel that the implication of a promise is not only evident from the initial request to work up the presentation but also from the later assurances and again by the final acceptance of the plan that was devised.

The three judges feel that the defendants placed undue emphasis on the fact that they were under no obligation to accept Mr. Arden's first proposal, early in 1956. The judges point out that although the general rule makes mutuality of obligation mandatory for a contract to be enforceable, it is certainly not an absolute requirement. Mutuality is merely one of the forms of consideration, the indispensable element without which a contract cannot ordinarily exist.

Quoting from the New York court of appeals decision in *L'Amoureux vs Gould*, the judges note that there are many valid contracts not mutually binding at the time when, as where A says to B, "if you will furnish goods to C I will pay for them." B is not bound to furnish them, but if he does, he may recover on the promise. This is called a unilateral contract and is defined as one in which there is a promise, the consideration exacted therefor being an act rather than a promise. The promise, though in a sense void when made, for want of mutuality, becomes binding on a performance of that in consideration of which it was made. In the case at bar, the act was an insurance plan that would solve the corporate defendants' problem. Although this may have been a somewhat vague goal, the three dissenters concede, it became quite definite and enforceable by the defendants' conceded acceptance of the plan.

So three judges of New York's top court believe that the award the trial court jury gave Mr. Arden should not have been upset by the appellate division. The other four judges decided otherwise on grounds that make it obvious that only a little more evidence of the existence of an oral contract would have caused them to side with the agent.

While the final judgment is a disappointing and expensive one for Mr. Arden, the whole case, we believe, is an important step forward in protecting the rights of agents who don't like to work for nothing. There are altogether too many cases that we have heard about in which the agent has been induced to give copiously of his expert advice and service, only to be ridden off the track in the home stretch.

We hope that the Arden-Freydberg case will be looked upon as a clear warning to other prospects and clients who might want to get agents to work for them and then deprive them of the fruits of their work. We hope also that it will stiffen the backbones of agents who may find themselves being imposed upon. Maybe they didn't think so before, but the decision in the Arden-Freydberg case shows that they have rights that can't be flouted with impunity. We hope that some agent, backed with adequate evidence of an oral contract or with a written contract expressed in an exchange of letters, will take one of these situations to court and establish even more firmly the right of an agent to write a case that he has been led to believe he will write.

There are some in the business who feel it is better to let a buyer get away with imposing on an agent's trustfulness than to run the risk of making prospects and clients so gunshy that they're afraid to talk to an agent for fear of getting involved in a law suit if they should talk and then buy from somebody else. We don't agree. We feel the agent and his profession will achieve more respect by putting a value on his services and refusing to be imposed upon.—R.B.M.

Personals

George Towns, Great Southern Life, San Antonio, president of Texas Assn. of Health Underwriters, is in St. Benedict's Hospital, San Antonio, recovering from a heart attack.

In the photo below are Mr. and Mrs. Glenn G. Vance, whose son, John H.,



is district agent at Canton, O., of Northwestern Mutual Life. His parents celebrated their 65th wedding anniversary April 14. The father signed his first contract with Northwestern Mutual in 1901, subsequently becoming

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The National Weekly Newspaper
of Life and A&S Insurance



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ing a general agent with headquarters in Greensburg, Pa. In 1939, at age 71, he relinquished his general agency but has continued as a full time agent ever since.

John J. Plumb, vice-president and director of agencies of Paul Revere Life, was the speaker at the annual distinguished salesman award banquet of Western North Carolina Sales Executive Clubs at Asheville.

Robert E. Martin, section manager of electronic applications at the Provident Life & Accident home office in Chattanooga, was recently presented the governor's award as the most outstanding handicapped employee in the Greater Chattanooga area. Because of an automobile accident when he was 18, Mr. Martin is unable to walk. In spite of this, he graduated from University of Minnesota and went to work for Provident, where for five years he has been engaged in electronic system design and programing.

Deaths

RANDOLPH B. COFFMAN, 69, retired general agent of Pacific Mutual at Cleveland, died at his Rocky River, O., home. A former president of the company's General Agents' Assn., he had been with Pacific Mutual from 1931 to 1951. On his retirement, directors of the company issued an unusual resolution honoring him for "outstanding service as a general agent." Mr. Coffman was also a past president of Cleveland Assn. of Life Underwriters.

ROBERT G. PILKINGTON, 61, broker and former agency executive at Chicago for a number of life companies, died. He entered life insurance about 1932 with Equitable Society. He went with Bankers Life of Nebraska, becoming regional manager at Chicago in 1939 and general agent there in 1940. He later joined Mutual of New York as agency supervisor, and in 1943 took a similar position with Continental Assurance. He subsequently became a broker with Moore, Case, Lyman & Hubbard, general insurance agency, and at the time of his death he was with Critchell-Miller, also a general lines agency. Mr. Pilkington was a CLU.

DEWEY C. STEPHENSON, 60, vice-president of State Capital Life of Raleigh, N. C., died at his home following a heart attack. He had been with the company for 20 years.

GEORGE B. BUCK, 69, actuary and pension specialist in New York City, died of a heart attack in his home in Larchmont, N. Y. He served as actuary for the city of New York for 40 years until 1956. He was instrumental in establishing city retirement systems covering teachers, firemen, policemen and other employees. For many years he served on the state pension commission and was actuarial adviser in establishing the state employee retirement system and the state teachers retirement system. Since 1920 Mr. Buck had served as chairman of the board of actuaries of the United States Civil

NALU Fails To Name Schriver Successor

(CONTINUED FROM PAGE 1)

fare, its officers and personnel from the use of insurance terminology in speeches, departmental brochures, advertising, correspondence, information bulletins and the like.

However, the purpose of the National Council's appropriation, it would seem then, would be merely to study the problem of the misuse of insurance terminology in describing social security by the members of the department, the social security administration and others. When the study is completed a decision would then be made as to what further action, if any, might be taken. The study could result in the association's coming to the conclusion that there really was nothing it could do about the government's misappropriation of insurance terminology, or it could show that a suit against the government was feasible. Either outcome, or one of several in between the two extremes, is possible. When the results of the study will be available can only be estimated, but obviously they could not be presented to the National Council for its consideration until the Denver meeting.

Other Action Deferred

Another case of action deferred was a resolution by Florida Life Underwriters Assn. presented to the committee on affairs of veterans and servicemen. The resolution called upon NALU to request a congressional investigation into the matter of "certain so-called non-profit associations and mutuals, mostly underwritten by commercial insurers," that "have taken advantage of the position and support of certain officers of the armed forces to create unfair insurance monopolies." The Florida association's documentation of its charges against several named groups, insurance companies and armed services officers was unavailable at the midyear meeting and in the hands of a member of the Florida delegation who was out of town. Because of the lack of documentation and because of various objections to the resolution, both in the committee meeting and from the floor of the National Council, the resolution was referred back to the committee.

On the other hand, the group committee was given the go-ahead to engage a firm to make a professional study of association group, one which would include the areas of franchise and wholesale insurance. Group committee Chairman Spencer L. McCarty, Provident Mutual Life, Albany, in explaining the committee report, said that the study would look into such groups where the members pay all of the life insurance premium and would not include groups of multiple employers banded together in industry associations. Mr. McCarty said that he could not determine at this time when the study will be finished. He hoped it would be ready for the Denver meet-

Service Retirement and Disability Fund, which covers employees of the classified civil service of the federal government. He also served on the actuarial advisory committee under the railroad retirement act as the representative of the Railroad Brotherhoods. He was a fellow of Society of Actuaries and Casualty Actuarial Society and a member of the bar of the District of Columbia.

J. SIDNEY PHILLIPS, 24, actuary of the Iowa department, died of acute uremic poisoning. He had been ill two weeks. He had been with the Iowa department since October, 1959.

ing but a more reasonable target date might be the first of the year.

President North, New York Life, Evanston, Ill., in his council report, reviewed the work of his administration, and then went after the problem of excess lapse ratios and uncontrolled replacing of in-force business, labelling them the gravest problems in the insurance business.

Much has been said and so little done about these issues, Mr. North declared. He asked, "Does this mean that the industry is unwilling or incapable of correcting this situation? Does this mean the solution must be enforced upon us by forces outside the life insurance business? Surely determination on the part of the companies to correct this situation would result in almost immediate termination of the current unethical and costly practices which in certain sections of this country are challenging the very foundation upon which our industry has been built."

Mr. North, by indirection, suggested a possible solution to the replacement problem when he said, "Continued compensation of underwriters for replacing business at the same rates oth-

ers are compensated for creative sales constitutes approval of this practice."

Executive Vice-president Schriver, in his twilight address to the council, hailed the creation of NALU's committee on company field relations to work with a similar committee of American Life Convention and Life Insurance Assn. of America.

While noting NALU's long-standing opposition to group limits beyond the 20/40 formula, and that the ALC-LIA Beers committee on group insurance has recommended that no further support be given to the 20/40 limit, Mr. Schriver said that many NALU members have felt the companies have let them down.

Said Mr. Schriver, "Most of the agents who oppose the abandonment of the 20/40 formula are dedicated and sincere, but it must be admitted that equal dedication and sincerity characterize every member of the Beers committee. On the whole, the Beers committee report says much that is heartening and reassuring."

Throughout his address, Mr. Schriver called for mutual understanding between the field forces and the companies in a variety of sensitive areas.

Further coverage of the meeting will appear next week.

60th

ANNUAL REPORT DECEMBER/1960

NEW BUSINESS IN 1960 / \$513,833,383

Since 1900, the Crown Life has successfully developed markets for its policies and services in every province of Canada, in the United States, the United Kingdom and the West Indies.

POLICIES IN FORCE / \$2,832,360,700

which includes One and Three Quarter Billion on the lives of Canadians and One Billion on the lives of United States citizens.

\$57,715,224 PAID OR CREDITED TO POLICYHOLDERS AND BENEFICIARIES

Its present building, which was specially designed for rendering efficient service to the Company's policyholders, has been further modernized this year with the first electronic computer of its kind installed in Canada.

CROWN LIFE INSURANCE COMPANY

SIXTY YEARS OF CONTINUED GROWTH

HOME OFFICE
TORONTO, CANADA

ESTABLISHED
1900

4050

Phillips Elected President Of LIC At Annual Meeting In Florida

(CONTINUED FROM PAGE 1)

with member companies having \$72 billion of life insurance in force in 57 million policies, R. Howard Dobbs Jr., president Life of Georgia, stated in his report as president. This business is serviced by 70,000 field men and 27,000 other employees, and backed by \$10½ billion of assets.

The administration year was a relatively untroubled one, with none of the hectic emergency sessions caused by the federal income tax revision question in previous years.

Although the inflationary trend leveled off somewhat in 1960, consumer prices rose to a new peak. There is no promise of a downtrend and further price spiraling must be resisted, he stated.

The debit agency system, developed to sell, conserve and service life insurance in a mass market, is continuing to accomplish these purposes effectively, with about half of all policyholders owning life insurance on a debit basis. There has been a great growth of monthly premium ordinary sold on a debit basis and an increasing percentage of the total ordinary insurance sold is being sold by debit agents.

The study of public attitudes made by LIAMA and LUTC shows that debit agents have a higher degree of public acceptance than do exclusively ordinary agents. A portion of the study underscores the fact that the debit system offers tremendous opportunities to expand the ownership of life insurance.

The same survey reveals that the major motive of most people for buying life insurance was protection. Among the low income group, protection is frequently equated with the

payment of burial expenses. Much of the public, it appears, thinks life insurance a good thing, but only has a vague idea of what insurance can do and how much is needed.

The ability of the agent to communicate to the public the many-faceted values of life insurance must be increased, Mr. Dobbs said. The sights of the public must be raised and the task is formidable.

Life insurance is in a "buyers market" and is experiencing strong competition as a means of saving. Competitive forces are in an all-out effort to give the public what it wants. Life insurance companies are going to have to take another look at their product and the way they are distributing it.

Many Not Informed

There is nothing better than life insurance to do the job for which it is intended, but all segments of the public may not share this belief. Many are merely not informed. Others are beguiled by more attractive proposals. Despite the great advances in many fields, it still seems to take an agent the same number of interviews to make a sale as it did back in the depression.

"Let us be certain that our product really is, in the eyes of the public, the best for the people's protection—the best thing to accomplish what they as individuals wish to accomplish," Mr. Dobbs said. This may take some redesigning, in the policy contract, in its distribution, and in the methods through which the end-product, the benefit payment, is made available.

Younger people have grown up in a managed economy over the past three

decades and it is hard to convince them that life insurance is a real bulwark for certain saving. The "economy managers" have not done too bad a job.

Few people in the 20s, 30s and low 40s fully appreciate what is involved in old age. Their concept of life insurance is linked with the idea of accidental death rather than with retirement.

Population is growing rapidly and is on the move. Debts must be adjusted to provide the best possible service at the least feasible expense. Electronic data processing is dramatic and costly. It is the policyholder, rather than machines, that must be pleased.

Company management must do its part in providing adequate health coverage for the portion of the population it serves. There are many indications of the public's wish to finance its own medical care through free enterprise, but continuously rising medical care costs make it difficult for insurance to keep pace.

Must Preserve Free Enterprise

"We must use every opportunity for financial statesmanship to uphold our nation's leadership in efforts to preserve our system of free enterprise for people who wish to feel free and to be free," he declared. "We must also be vigilant to see that we truly serve the people who yearn to build their own security to their own design."

The basic assumption of many people in high places in Washington today is that federal initiative is the key to answering the needs of consumers, farmers, business and the aged, Martin B. Williams, executive vice-president, said in his report.

"This even extends to intervention in local school and unemployment problems," he stated. "There is no mention of the role of private enterprise."

There must be more activity in political matters than in the past by the life insurance industry. Insurance executives have a responsibility to make and maintain contacts with legislators at both a federal and state level to protect the best interests of their policyholders, their companies, and the life insurance business. "You can help educate your legislators in the fundamentals of the economic facts of life and a better understanding of what life insurance really is and stands for," he said. This is an individual job which no association can do.

Membership stands at 91 companies and the state of the conference is good, he reported. There is not outstanding indebtedness.

Mr. Williams said that it was the fifteenth time he had been privileged to report on conference activities and

he gave a brief resume of the growth and progress enjoyed by the conference in that time.

In recognition of his 15 years of service, President Dobbs presented Mr. Williams with a color television set.

Both of the forums for a discussion of company problems of all kinds were well attended. The forum for the smaller companies was so well attended in the past that a similar session for larger companies was set up this year for the first time.

Basil L. DeWitt, president National Standard Life, was moderator at the session for the companies having under \$5 million industrial receipts. He was assisted by R. C. Collier, president Mutual Savings Life. Lloyd A. Brewer Jr., agency vice-president Equitable Life, D. C., presided at the session for companies having over \$5 million industrial receipts.

A company management panel composed of company presidents assigned the topic "What's Bothering You?" proved to be an absorbing session of general interest. W. R. Lathrop Jr., Southern Life & Health, was moderator. The members were J. T. Acres Jr., Lincoln Income; W. T. Leith, Peoples Life, Washington, D. C.; T. C. McCullough, Union National, La., and L. F. Lee Jr., Peninsular Life. Others participating included H. T. Anderson, Bankers Health & Life; Eldon Stevenson Jr., National Life & Accident; J. M. Bates, Home Security; W. H. Keck, Coastal States, and H. C. E. Johnson, Interstate Life & Accident.

Tells Of Competitors

The real life insurance competitors are not other life insurance companies, but the manufacturers and producers of automobiles, household appliances and other products and services which people "want" for many reasons, John L. Briggs, vice-president and director of public relations Southland Life and president of Life Underwriters Assn., pointed out.

"Our job," he said, "is to make the need of insurance develop into a 'want' stronger than that which might influence a purchase from our competitors." A conscious, constant and well planned company communication activity will provide assistance to the sales and other departments of a company.

Most company communication jobs must be done by the individual companies so that their own agents and employees may succeed in providing service to the many publics they desire. Others cannot be depended on to do the job for the company. Despite the fine public relations work done for the entire industry by Institute of Life Insurance, it cannot meet individual company responsibility to agents, employees, policyholders and beneficiaries, Mr. Briggs stated. "Statistics prove that the time to stop advertising comes only when plans have been made to go out of business."

The basic ingredient of all communication is people. "People must receive our messages as we planned them to be understood for any desired results. Our messages must make people want to listen to or read our communications as well as accept the meaning of them as intended."

The ultimate objective of good public relations for any company is to win friends for the company. This is simply "horse sense" and a sound business practice. Basically, the standard for good public relations is "good behavior," which is definitely a management responsibility springing from company policy.

A public relations unit assigned re-

WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.
THE NATIONAL UNDERWRITER—LIFE EDITION

WANTED:

CAPABLE AND QUALIFIED AGENCY DIRECTOR

to produce within his first year a minimum new life premium of

\$100,000.00

If you can convince us that you can accomplish this, and can keep on adding new business, you will be given a salary of

\$15,000.00

AND many other benefits, including a most attractive and profitable incentive bonus.

Many exclusive plans in a modern, competitive portfolio. Domiciled in Connecticut, now licensed in 11 states.

Give details in reply to X-51, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

CONSULTING PENSION ACTUARY

Midwestern firm of consulting actuaries desires man, age 27-35 with several society exams passed and some pension experience, to supervise its employee benefit plan operations regarding pension plan valuations, report writing, plan design. Our employees know of this ad. Write to X-77, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

DIRECTOR OF AGENCIES

For 3 year old full, legal reserve company, marketing specialized policies. Man we seek must be capable selling Franklin PPIP, Midwestern United, or other similar type policies. Board of Directors sincerely interested in building top quality company.

We expect man to sell, hire and train agents, inspire organization by voice and example.

Generous salary, Blue Cross-Blue Shield Life Insurance Program, opportunity for stock option, based on results, plus advantage of living and raising family in Phoenix.

Write P.O. Box 7217, Phoenix, Arizona.

AGENCY DIRECTOR

Excellent opportunity with local Hawaiian company. Mature, aggressive, married man with at least 5-8 years experience in management and supervision. Write X-79, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

LIFE COMPANY WANTED

Large non-insurance company desires purchase medium size stock life company for purposes of diversification. Prefer admission substantial number of states. Will recognize brokers but prefer direct contact with owners. Interested parties please write X-81, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

We are seeking a life company desiring to enter the Fire and Casualty field. We have executive personnel with many years of experience in organizing and managing Fire and Casualty Companies. Let us organize and manage your company. Write X-85, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED—A&H SALES MANAGER

Experienced manager to establish sales department writing loss of time, hospitalization, major medical coverages for aggressive Mid-western life company. Opportunity unlimited. Send qualifications, compensation arrangement. Reply held in strict confidence. Write X-82, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

AVAILABLE

Sales manager and consultant on pension and profit sharing plans desires new opportunity, preferably west coast area. Several years experience in all phases of insured and trust fund plans and other forms of employee benefit plans. Minimum compensation, \$13,000 plus. Write to X-87, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

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responsibility for good company communications in all forms is recognized to be of company-wide assistance as a management function with sufficient status to operate effectively in the interest of the entire company. In comparison with other industries of similar size and widespread contacts with people, life insurance is still far behind the field.

Mr. Briggs said there are some fundamental steps which must be considered before a complete company communications program can be planned. Management policy must be determined on the basis that business must be profitable, serve the public interest and can contribute to the advancement of our aspirations as a nation. The program must have an established principle of organization to set forth its functions as clearly as possible. There is no magic formula for the organization of a public relations department; the important thing is that one be set up with a means for coordinating all company communications activities.

Tells Cardinal Principle

A cardinal principle should always be kept uppermost, "that our actions always speak louder than our words. We should, therefore, be concerned with thinking of things to do rather than things to say," he declared.

Life Advertisers Assn. is preparing a handbook on company communications. It also has other handbooks covering material on advertising, sales promotion, employee relations, publicity, and personal public relations.

The public cannot be misled regarding the unique advantages of permanent life insurance if it understands clearly that this is the only way to guarantee the financial protection it

provides and make it available when it is needed, Blake T. Newton Jr., executive vice-president Institute of Life Insurance, asserted. There is only one prescription that will insure an understanding that term insurance "is a sort of a patch and not a program;" only then may we be sure that the public realizes the self-styled terms experts "are talking through their collective hats."

Involves Four Things

The prescription involves four things (1) that we in our business not claim to have the answer to all the ills that flesh is heir to; (2) that we throughout the business sell guaranteed protection as our primary service and constantly proclaim that the only way to be sure it will be available when it is needed is through a program of permanent insurance; (3) that we be sure our clients understand their contract is a service contract, not a banking arrangement with another name, and (4) that we publicize these facts to the limits of our capacity and to the end of fuller understanding, he said.

Life insurance men must be responsible for seeing that the public has every opportunity to know and understand these things, rather than what they may have been led by others outside of the business to believe about life insurance.

"We must delegate to habit the irritating little details which take time from that available to us for productive effort," Bill Gove, sales consultant, Coral Gables, Fla., stated. Fifteen minutes a day devoted to study and self-improvement amounts to 11 full days in a year. Only 30 minutes a day so spent just doubles the time spent to such advantage. Habit becomes a dimension of time.

Stick to the benefits, ask for action, get them to do it now, make them be glad they bought, he advised. "Get across to him that I have an idea to help him grow, help him to be better."

He cited the "common denominator of success" of A. E. N. Gray that "successful men do the things that failures don't like to do. He put his ideas across in a dynamic and witty manner.

Thurmond Gives Warning

Pointing out that government spending now accounts for 43% of disposable personal income, Sen. Strom Thurmond of South Carolina, challenged the American people to draw a clear line between public and private spending. He warned that "freedom's destiny hangs on its proper placement." The steadily increasing proportion of personal income spent by the government is not principally attributable to the defense effort. He took issue with those who propose that public expenditures be increased at the expense of private spending for consumer items.

Vigorous action is required and each citizen should contact his Congressman and Senators to express his opposition to the trend toward more public and less private spending.

While the Communist bloc regards the United States as its deadly enemy, we must continue to negotiate with the communists because the only alternative is war, Rear Admiral William Mott, judge advocate general of the navy, declared. Our national leaders would like to think the people of the country are behind them in making their decisions, he said.

The two most important documents on Communist thinking since the manifesto of 1848 were the manifesto issued after the Moscow meeting of the representatives of 81 Communist nations

last November and Premier Khrushchev's speech interpreting the manifesto.

The manifesto has been described as a declaration of unrelenting warfare against freedom by American observers. Adm. Mott cited American and British leaders to the effect that Soviet agreements will not be kept. He quoted Winston Churchill and Franklin D. Roosevelt, showing how they had changed their points of view in their initial beliefs that the Communist world could be relied on.

Certificates in the annual contest for the best company publications in various categories were presented by President Dobbs at the annual banquet. They were: Union National Record, mimeographed weekly; Interstate Life & Accident Interstate, printed weekly; Progressive Life, N. J., Review, mimeographed monthly; American National Star Bulletin, multilith or offset over \$5 million industrial receipts; Republic National Operations HO, multilith or offset under \$5 million industrial receipts; Life of Georgia Log, printed monthly over \$5 million industrial receipts; Empire Life & Accident Broadcaster, printed monthly under \$5 million industrial receipts. All of the publications entered were attractively arranged in a display prepared by J. M. Locke, Gulf Life, LIC

publications chairman.

Memorial resolutions for members who died in the past year were presented by Y. W. Scarborough Jr., Atlantic Coast Life. They were C. R. Clements Sr., National Life & Accident; O. R. Dobbs Sr., C. C. Hewitt, H. C. Jackson Sr., and E. Cody Laird, Life of Georgia; G. R. Jordan Republic National; Joseph Sanders, Equitable Life, D. C.; Dr. W. E. Thornton, Lincoln National; A. J. Mims, Durham Life; J. B. Boyer, National Accident & Health; V. W. Pfeiffer, American National, and J. T. Rohm, American United Life.

Life & Casualty had the largest individual company delegation with 24, followed by Independent Life & Accident with 10.

The nominating committee report was given by E. H. Mears, president Union Life of Richmond.

Golf tournament winners were: G. R. Jordan Jr., Southland Life, low net, and R. S. Smith, Connecticut General, low gross. The ladies awards were won by Mrs. V. W. Forkel, Hooper-Holmes Bureau, low net, and Mrs. J. H. McCary III, Southern Life & Health, and Mrs. F. G. Shepard, American United, who tied for low gross. The awards were made at the banquet by J. R. Anthony Jr., Suwannee Life, activities chairman.

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"I could really go places too..."

... with the right opportunity"

Ambition is not enough, we must have the right opportunity and friendly assistance when it is needed. We believe the warm spirit of friendliness and cooperation NFL maintains with field associates is one main factor contributing to National Fidelity Life's 44-year record of achievement. Even during our present period of accelerated expansion, NFL continues this policy of personal assistance we consider basic to the development of a growing, dynamic organization. Your opportunity for success may be greater with NFL, where we help each other attain our personal goals.

NEW POSITIONS are being created for Salaried Supervisors and General Agents.

FULL LINE that gives unlimited flexibility in Life, Group, A&H, both Par and Non-Par.

LIBERAL CONTRACTS offering you top commissions, salaries, bonuses, and expenses.



Remember, NFL cares about you and your future—move forward with NFL

Write: Vice President Kemp W. Wood

In response to many requests, we have made available 8" x 10" reproductions of the photograph illustrating this ad. Just write us, on your letterhead, no charge, of course.

One of the Nation's Strongest by Any Standard of Comparison


National Fidelity Life INSURANCE COMPANY • KANSAS CITY 6, MO.
W. Ralph Jones, President

As of April 4, 1961
Massachusetts Mutual will not
accept cases involving either
GROUP or FRANCHISE
coverage for associations
of individuals.

This decision is based on our belief that
underwriting such cases is not in the best
interests of the insuring public, our agents,
or our company.

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